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Growers of Fine PERENNIAL PLANTS

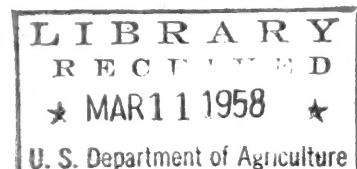
WHOLESALE ONLY



SHOWPIECE

SPRING, 1953

OUR 38th YEAR



The Joseph F. Martin Co., Inc.

Box 189

Painesville, Ohio

THE JOSEPH F. MARTIN CO., INC.

Offers For SPRING 1958 These

Fully Developed--Fresh From The Field

Hardy Perennial Plants

A Complete Presentation of the Finest Varieties for
Profitable Application to the Business of Everyone
With a Horticultural Interest

SATISFACTION IS GUARANTEED
With Top Quality
Finely Developed Material

All Plants Are 5 at the 10 rate, 25 at the 100 rate. Not less Than Five of a Kind Please

There are times when it may be desirable to order less than 5 plants of one kind for your trial. We are glad to cooperate. These plants will be charged at .50 cents each to share the cost of custom handling outside the wholesale aggregating.

Unless otherwise noted, all plants are field grown. Orders are freshly dug and shipped on same day.
We Ship Nothing From Storage.

ACHILLEA

SNOWBALL. (Boule de Neige). Wonderful for cut flowers or garden. Blooms in June. A good filler, grows 12-15" high, double white flowers in umbels.

Per 10, \$2.00; Per 100, \$15.00

ANGEL'S BREATH. It grows as an inverted bowl, twenty inches high and spreads two feet. In flower, it is so profusely covered that the rich green foliage, decorative otherwise, can scarcely be seen. The white is fully double without a trace of center. It is brand new and carries our highest recommendation.

Per 10, \$2.00; Per 100, \$15.00

TOMENTOSA AUREA. A very charming yellow flowered plant, blooming in June. It will do well in the rockery or in any part of the border.

Per 10, \$2.00; Per 100, \$15.00

AETHIONEMA

WARLEY ROSE. A delightful novelty that excites the interest of everyone who sees it here. It is a neat and compact Persian Candytuft with blue foliage and beautiful pink flowers resembling a miniature Daphne.

Per 10, \$3.00; Per 100, \$25.00

ANEMONE

PULSATILLA. Grows from 9 to 12 inches high and produces violet or purple flowers during April and May. An interesting plant for the rockery or well drained border.

Per 10, \$2.25; Per 100, \$18.00

AJUGA

BUGLE

A useful plant for the rockery and for carpeting the ground, particularly in shady positions, as under trees, where grass will not grow; flowers in May and June. 6 to 8 inches.

BROCKBANKI. The first offering by our company of this relatively new and highly interesting Ajuga. The deep red foliage makes a delightful contrast with the green in your border or foundation planting. Its ability to mat together quickly makes it a very economical ground cover as well as a truly striking scene when used in this manner. Blue flower spikes appear as an added bonus and can be sheared with a lawn mower when blooming is completed. Even in the most active growing stages there is no doubt as to the brilliant deep red coloring of the foliage.

Per 10, \$3.00; Per 100, \$25.00

GENEVENSIS. An excellent plant for edging and carpeting. Grows from 6 to 8 inches high with spikes of blue flowers in May and June.

Per 10, \$2.00; Per 100, \$15.00

ANTHEMIS

HARDY MARGUERITE — CHAMOMILE

MOONLIGHT. This is a fine plant for the border, growing about 2½ feet tall. Throughout the summer the plants are literally covered with hundreds of pale yellow daisy-like flowers, 2½ inches in diameter, which are excellent for cutting.

Per 10, \$3.00; Per 100, \$25.00

ARMERIA

SEA PINK OR THRIFT

LAUCHEANA. Bright rosy red. Height 3 to 6 inches. May-June.

Per 10, \$2.25; Per 100, \$18.00

MARTIMA SPLENDENS. (Statice Armeria). Rosy magenta flowers on 1 ft. stems.

Per 10, \$2.00; Per 100, \$15.00

CEPHALOTES RUBRA. In the assortment of dwarf and semi-dwarf varieties this by far is the most outstanding. The flowers are of good size and the color is a striking red. For border there is nothing that will make such a bright showing. At road side sale grounds, these plants when in flower will sell themselves.

Per 10, \$2.75; Per 100, \$22.50

ASTILBE

SPIREA

BONN. As bright as it is possible to imagine a soft pink. Compact and a very vigorous grower, it is a delightful garden item, a prolific cut flower producer. Resale is prompt out of beds and pots.

Per 10, \$4.50; Per 100, \$40.00

COLOGNE. A deep crimson pink, compact and vigorous, it won't be too tall for an edging, yet may be used as the focal point of the border. Generous cut flower producer, re-sells out of beds or pots

Per 10, \$4.50; Per 100, \$40.00

ADENOPHORA

POTANINI. Three feet, bushy, leaves deep green, coarsely toothed, flowers light blue, broad bell shape and hung in racemes.

Per 10, \$2.25; Per 100, \$18.00



AQUILEGIA, McKANA GIANT HYBRIDS

AQUILEGIA

COLUMBINE

McKANA GIANT HYBRIDS

1955 All-American winner. Large showy flowers with long spurs more widely flared than in other aquilegias. Colors include white, cream and rose, yellow and red, yellow and violet. Flowers 3 to 4½ in. across with 3 in. spurs. Strong, free blooming plants 20 to 26 in. high.

Pots, Per 10, \$2.00; Per 100, \$15.00

MRS. SCOTT ELLIOTT HYBRIDS. There is not a better mixture grown in the world. Wonderful colors and color combinations, with very long spurred flowers. Colors range through shades of lavenders, mauves, blues, purples, whites, creams, yellows, pinks, reds, etc.

Per 10, 2.25; Per 100, 18.00

ARTEMESIA

Boundlessly useful, for the border for spotting in shrub plantings, and particularly, for filling in floral effects.

SILVER QUEEN, (Martin's Selection). This will dry just like Silver King. It is bushy and carries an abundance of hard silver seeds that add to its effect. Though not as light, it is our judgment that it is much more impressive than the Silver Queen and more desirable than Silver King in many instances.

Per 10, \$2.00; Per 100, \$15.00

SILVER MOUND. A handsome, compact, mound-like plant about four inches in diameter. Foliage fernlike and of the lightest and brightest silvery gray. For the rockery, for accent, or for edging beds and walks.

Per 10, \$3.00; Per 100, \$25.00

BOLTONIA

FALSE CHAMOMILE

LATISQUAMA. Pink, slightly tinged with lavender. Excellent for cutting. Grows four to six feet tall.

Per 10, \$2.00; Per 100, \$15.00

Asters

CLIMAX. One of the best and showiest, with large pyramidal spikes on large light lavender blue flowers. Very free.

Per 10, \$2.00; Per 100, \$15.00

FRIKARTI—WONDER OF STAFFA. Lavender-blue flowers from 2 to 2½ inches across, produced from June until the middle of November. Does exceedingly well in light shade and comes to perfection in full sun. A constant rich display of flowers is kept up the entire summer. Flowers are excellent for cutting.

Per 10, \$3.50; Per 100, \$30.00

HARRINGTON'S PINK. Produces fine silvery rose tints until cut down by frost. It makes a flowers in clusters, continuously from early September show in the garden and florists will find this a valuable cut flower for use in the larger vases and floral arrangements.

Per 10, 3.00; Per 100, \$25.00

STAR OF WARTBURG. Large lilac blue flowers with a striking orange center are produced on 12 to 14 inch stems about the middle of June. A strikingly beautiful plant in the rock garden or in any perennial bed.

Pots - Per 10, \$2.00; Per 100, \$15.00

NEW ASTER IMPORTS

EVENTIDE. Striking, deep violet-blue, large semi-double flowers of exceptional quality. Unusually free flowering with a vigorous erect habit. Outstanding.

Per 10, \$2.50; Per 100, \$20.00

WINSTON CHURCHILL. Extremely floriferous, producing rich deep crimson blooms. This combined with its compact uniform characteristics has brought it acclaim as the finest red hardy aster grown in existence. 18 inches tall.

Per 10, \$2.50; Per 100, \$20.00

RED SUNSET. This exceptional new aster produces multitudes of rich rose-red blooms on a vigorous 3 foot plant. One of the showiest in its class.

Per 10, \$2.50; Per 100, \$20.00

AZALEA

MOLLIS. These Hybrids are known throughout the trade as the hardiest in the family. We have raised ours from seed picked from a highly select group containing only the brightest shades.

1 Yr T Per 10 \$2.00; Per 100, \$15.00
2 Yr TT Per 10 \$3.00; Per 100, \$25.00

BOUDOIR. This is one of the New Gable Azalea introductions so much in demand, because of their adaptability to both Ranch-type and conventional architecture. Proven hardy in below zero temperatures. Large Watermelon pink flowers massed on a robust bush.

Heavy Field Grown TT Per 10 \$4.50; Per 100 \$40.00
12-15" Per 10, \$12.50; Per 100, \$110.00
B & B 25c extra.

HERBERT. Another Gable Azalea proven absolutely hardy for us after several years of testing. A truly outstanding beauty that develops double crimson flowers.

Heavy Field Grown TT Per 10 \$4.50; Per 100 \$40.00
12-15" Per 10, \$12.50; Per 100, \$110.00
B & B 25c extra.

BOXWOOD

BUXUS SEMPERVIRENS. Our own strain of English boxwood found to be perfectly hardy in this area. An easy plant to maintain for edging, or ideal as a specimen.

4-6" Per 10, \$2.50; Per 100, \$20.00
6-8" Per 10, \$4.00; Per 100, \$35.00
8-12" Per 10, \$6.00; Per 100, \$50.00

CAMPANULA

BELLFLOWER

BLUE CARPET. A beautiful compact variety of the carpatica type, that is literally covered with rich deep blue flowers all summer and late into the fall. The neat habit and the ability to produce blooms so profusely make this one of the finest perennial introductions in a long time.

Per 10 \$3.00; Per 100 \$25.00

CALLIRHOE

POPPY MALLOW

INVOLUCRATA. Trailing plant, with finely divided foliage and large, saucer-shaped flowers of bright rosy crimson with white centers. Blooms all summer and fall.

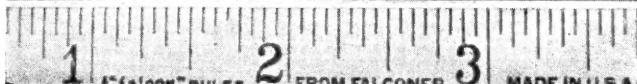
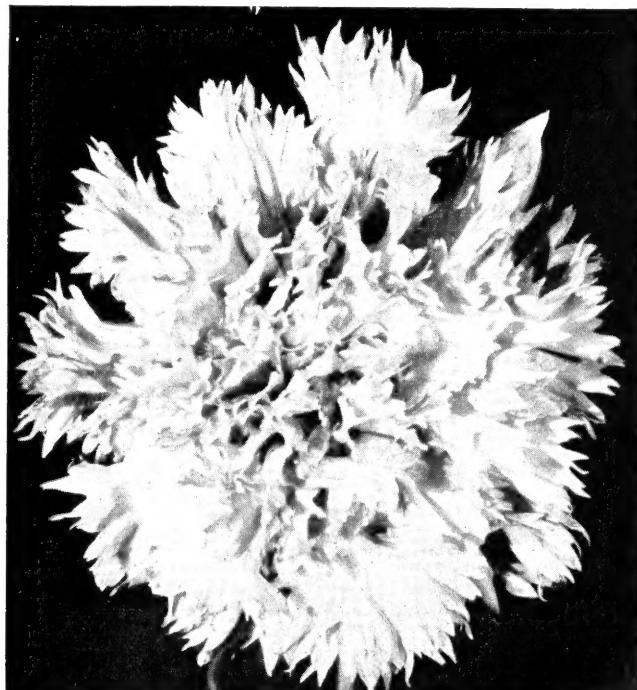
Per 10, \$2.50; Per 100, \$20.00

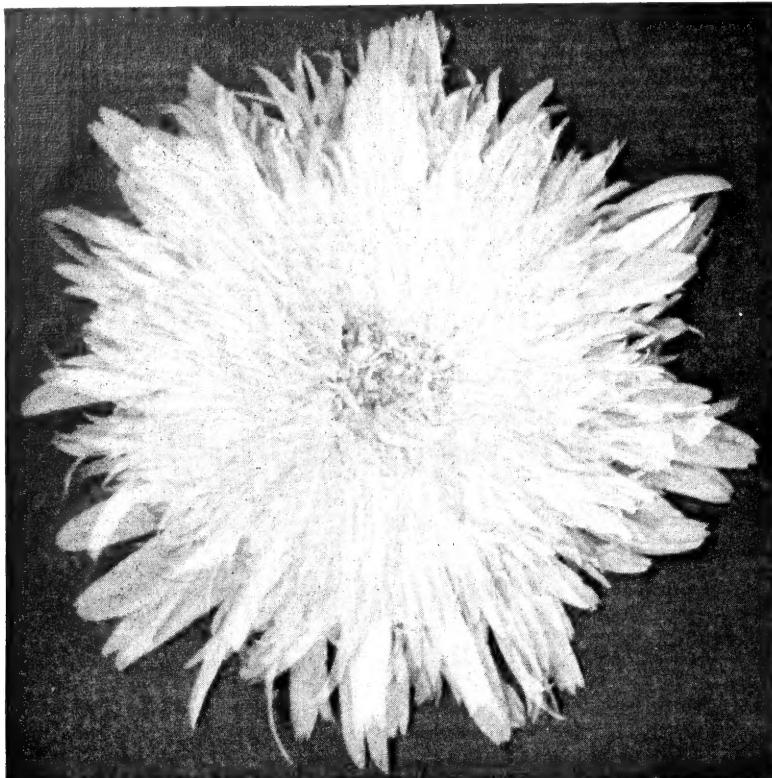
HARDY CARNATION**CRIMSON KING**

We have a beautiful crop of this favorite perennial, nicely topped, fully bound in 2 inch pots, properly hardened for shipment.

Place your ruler on the indicated position and imagine the impact of this beautiful true crimson carnation. This lovely large flower, produced on 12-14 inch stems, again and again, all throughout the summer, make this plant a very desirable florist's property, as well as a knockout for the garden.

Per 10, \$2.25
Per 100, \$18.00





BORDER QUEEN

Chrysanthemum Maximum

SHASTA DAISY or MOONPENNY

AMONG THE BEST KNOWN AND BEST LOVED HARDY PLANTS

PLANTS ARE FULLY DEVELOPED FIELD GROWN. If field liners are your object, they can be divided into several plants for your planting. Guaranteed as outlined, you can purchase your Daisies with no greater economy.

SHASTA DAISY, ALASKA

ALASKA. Magnificent daisy-like flowers seldom less than 5 inches across. Pure glistening white with yellow eye carried on long stems. A very free flowering Daisy in bloom all summer and fall. Height 2 feet.

Per 10, \$2.00; Per 100, \$15.00

BORDER QUEEN. Because of the unusually heavy demand since it was introduced in 1954, we have been unable to offer this grand plant for sale. Although quantities are limited we are proud to present it again. Large double fluffy snowball type flowers bloom prolifically on 12 inch stems to make this new addition to the line one of the most flexible now grown. The plant itself is robust and extremely hardy, able to withstand wet or dry conditions and still produce abundantly.

Per 10, \$4.00; Per 100, \$35.00

COBHAM GOLD. A "first" in shasta daisies. A pale yellow, high crested center, contrasted with guard petals of pure white. Flowers in abundance appear on plants that look like the variety Mt. Shasta except for the unusually different crest. Something new and interesting that will become a favorite.

Pots - Per 10, \$4.50; Per 100 \$40.00

ESTHER READE. Well recognized and universally used, pure white crested fully double shasta daisy.

Pots Per 10, \$2.50; Per 100, \$20.00

DAISY DOUBLE WHITE SWAN. Pure white, double flowers on strong wiry stems 24 to 30 inches in length, in bloom for Memorial Day. We were informed that this Daisy is also an excellent forcer, producing wonderful flowers under glass. These flowers always command a good price, whether in bloom outdoors for Memorial Day or under glass in the month of March. You will find a planting of these daisies very profitable.

Pots - Per 10, \$2.50; Per 100, \$20.00

MAJESTIC. Immense 5 to 6 inch flowers, smallest button center. Double row of overlapping petals makes flower full, compact, and firm. 28 to 30 inch sturdy stems prolifically produced. Very hardy. Medium early.

Per 10, \$3.00; Per 100. \$25.00

MOUNT SHASTA. A beautiful pure white, high crested, full double Shasta Daisy, with a double row of overlapping guard petals four inches in diameter. Sturdy and erect on stems 20-24 inches long.

Per 10, \$3.00; Per 100, \$25.00

WIRRAL PRIDE. An English introduction of compact growth. Glistening white petals with contrasting high yellow centers.

Per 10, \$2.50; Per 100, \$20.00

CHRYSANTHEMUM SEE PAGE 11

Our big list of over 150 varieties embodies the newest and best, as well as the "cream" of the older varieties. For real profit-makers don't overlook these.

CENTAUREA

PERENNIAL BACHELOR BUTTON

STEENBERGI. (Deobata). A rugged perennial with a delicate flower. Large four inch blooms of lilac-rose and cream, good for cut and very showy in the border.

Per 10, \$2.50; Per 100, \$20.00

DELPHINIUM

PACIFIC HYBRIDS

The generosity of the weather has enabled us to produce a crop of this valuable cut flower and border plant that in years past has been missing from our list. We submit the following for your prompt attention assuming that they will not last long, as they never have in previous listings. A complete mixture of all the best shades.

1 Yr. No. 1, Per 10 \$2.50; Per 100 \$20.00

2 Yr. No. 1, Per 10 \$3.50; Per 100 \$30.00

BELLADONNA (Clivedon Beauty, true strain). True Belladonna blue from stock seed handled carefully throughout to insure the type.

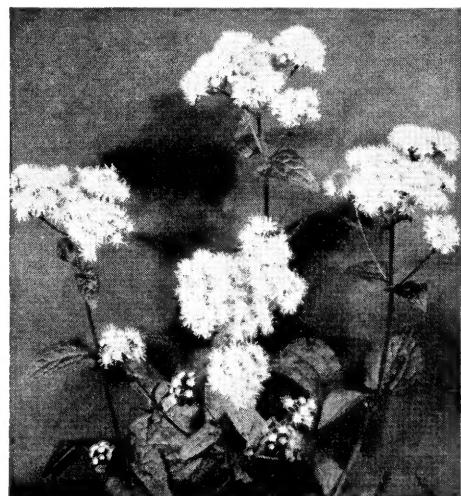
Heavy F.G. Per 10, \$2.25; Per 100, \$18.00

EUPATORIUM-- COELESTINUM

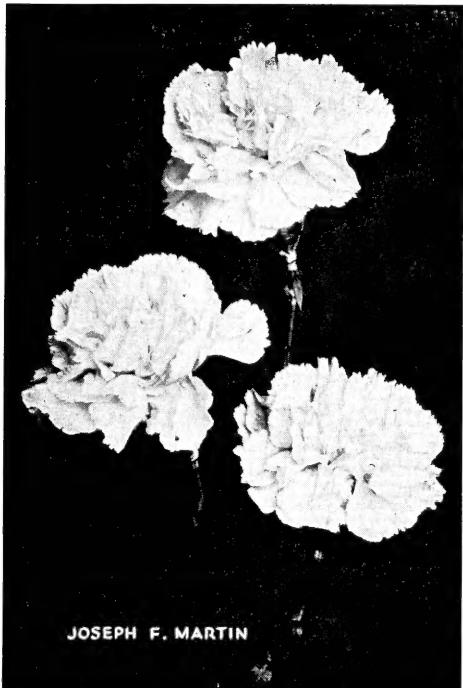
FLORISTS' HARDY AGERATUM

This everlasting popular hardy perennial has come to mean more to floristry than ever before in these days of tight flower markets. Wherever plants from our abundant stock have been sold, the receivers are yielding ten-fold. The cut crop is extremely prolific; the lavender-blue flowers are en masse from August to frost. Stems 14 to 18 inches, and long lasting qualities make it a 'must' for the outdoor cut flower planting.

Heavy Field Grown
Per 10, \$2.00; Per 100, \$15.00



EUPATORIUM COELESTINUM



JOSEPH F. MARTIN

DIANTHUS, HER MAJESTY

DIANTHUS

HER MAJESTY

Large compact Carnation flowered glistening white. Flower spikes to 14" on stately perfectly formed, silver foliage plants.
Per 10, \$2.25; Per 100, \$18.00

DINAH. Spicy, penetrating fragrance, 3 to 4 fully double flowers of a soft persian-rose on a stem.
Pots - Per 10, \$2.25; Per 100, \$18.00

EVANGELINE. In the best tradition of the pinks, this one is a large flowered, fully double, soft pink that is in bloom all summer.
Per 10, \$2.50; Per 100, \$20.00

JUNE CARMINE is a beautiful shade of bright carmine pink with the spicy fragrance of the old clove pinks. It has the lovely carnation gray-green foliage, and the individual flowers, on 12-15 inch stems, are fully double, large flowered perfectly formed, and makes excellent cut flowers. The habit of growth is very compact, neat and cushion-like.
Per 10, \$2.25. Per 100, \$18.00

PINK PRINCESS. A pleasing shade of deep coral pink on blooms that are fragrant and spicy. The petals are fringed and shaggy, lasting for many weeks. Long stems make attractive arrangements easy. Very hardy and easy to grow.
Pots - Per 10 \$2.75; Per 100, \$22.50

ROSE CUSHION. The bright rose colored flowers are quite erect, they do not droop. The plant does not run wild, keeps its shape, very low growing and compact, ideal for low borders or rockeries. It is perfectly hardy and does well in any well drained soil. Very attractive when not in flower.
Per 10, \$2.50; Per 100, \$20.00

WALLACE RED. An outstanding new introduction with vivid red semi-double blooms on 12" stems. This compact plant will bloom throughout the whole summer.
Pots - Per 10, \$2.50; Per 100 \$20.00

DICENTRA

Bleeding Heart

SPECTABILIS. An old-fashioned favorite; its long racemes of graceful heart shaped pink flowers in May or June are always attractive; it is used largely for forcing, and is perfectly at home in any part of the border, and especially valuable for planting in the shade. Height 1 to 2 feet. Perfectly hardy and easy to cultivate.
Per 10, \$5.00

GERBERA

TRANSVAAL DAISY

JAMESONI GIANT HYBRIDS. A lovely mixture of brilliant orange, pink, and yellow shades. The best type of multi-hued daisy-like flowers. These are potted plants ready to bloom a short time after planting. In northern sections a little winter protection should be given.
Per 10, \$2.50; Per 100, \$20.00

DAPHNE CNEORUM

POT PLANTS FOR LINING OUT

This beautiful evergreen subshrub is acclaimed by leading horticulturists as the finest available in its category. Unexcelled as an edging or specimen in front of foundation plantings. Highly scented, rose-pink flowers cover the foliage in spring, bloom intermittently in summer and quite fully again in autumn. The plant itself never grows taller than 8 to 10 ins. Our strain has proved hardy and easy to grow. Complete planting directions furnished with each shipment.

Growers who develop Daphne know that the most difficult part of their work consists of rooting their cuttings with a good percentage of stand. By buying our liners you eliminate the work and the risk. The pot plants which we offer are in a growing condition, completely pot-bound and nicely topped. They are a real growers' value.

2" Pot Plants — Per 10, \$3.00; Per 100, \$25.00; Per 1000, \$225.00

FIELD GROWN PLANTS

These plants are ideal for either lining out in the field, or canning that we do not think can be matched. This past Spring many had to be turned down because of the heavy demand. Even though this wonderful plant handles well in the fall, we will accept orders for shipment in the spring if you desire. Order now to avoid disappointment later.

1 Yr. 6 to 9 in. — Per 10, \$4.00; Per 100, \$35.00

1 Yr. 9 to 12 in. — Per 10, \$5.00; Per 100, \$45.00

COREOPSIS

A useful and attractive herbaceous perennial, both for border and cut flowers.

DOUBLE SUNBURST. Here is a Coreopsis which is different, producing striking yellow flowers which are actually double and of good size. They attract a great deal of attention and are also elegant cut flowers, noted for their keeping qualities. They grow to a height of 24 to 30 inches.
Per 10, \$2.00; Per 100, \$15.00

GOLDEN SHOWER (Verticillata). Rich golden yellow. Continuous bloom June until frost. 24 inch.
Per 10, \$2.25; Per 100, \$18.00

ECHINOPS

TAPLOW BLUE. This variety is particularly desirable. The flower heads are larger and are intense metallic blue. It is very free flowering and does beautifully in difficult dry soils. A clump of Taplow Blue makes a fine contrast growing alongside of white Phlox. Plant in full sun. Hardy anywhere. Dries beautifully.
Per 10 \$3.00; Per 100 \$25.00

FUNKIA

UNDULATA VARIEGATA (Day Lily). Graceful green leaves having fluted white edge. Very conspicuous plant for the border. They are also beautiful when used as a foliage pot plant for Easter sales. Flowers lilac.
Heavy 3-5 Eye, Per 10, \$2.25; Per 100, \$18.00

EUONYMUS

JAPONICA

VARIEGATA

A distinct novelty in the broadleaf evergreen category. This shrub reaches a maximum of five feet with its many branches clothed with numerous leaves of glossy rich cream to lemon yellow shadings blending into a forest green edging. Planted in the border or foundation group it will survive northern winters. In exposed places some protection is necessary. Lends itself beautifully to dish garden, pot plant use and centerpiece arrangements in its smaller stages.
Per 10, \$4.00; Per 100, \$35.00

GERBERA

TRANSVAAL DAISY

JAMESONI GIANT HYBRIDS. A lovely mixture of brilliant orange, pink, and yellow shades. The best type of multi-hued daisy-like flowers. These are potted plants ready to bloom a short time after planting. In northern sections a little winter protection should be given.
Per 10, \$2.50; Per 100, \$20.00

FORSYTHIA

LYNWOOD GOLD. A harder more prolific bloomer than most any of the varieties now in existence. A rich golden yellow that really gives you something to start your early Spring sales moving. The plants are a full two year old and run from two to four feet tall.

Per 10, \$5.00; Per 100, \$45.00

BEATRIX FARRAND. One of the newest and most attractive shrubs in existence today. Individual blooms of a large 2 in. diameter are prolifically borne on spikes of a deep golden yellow. Ultimately a symmetric bush of 6 to 8 feet in height is attained.

Pots Per 10, \$3.00; Per 100, \$25.00

GEUM

AVENS

LADY STRATHDEN. A fine golden yellow counterpart of Mrs. Bradshaw.

Per 10, \$2.25; Per 100, \$18.00

MRS. BRADSHAW (Chinoense). A splendid variety, with large double flowers of a fiery red, blooming nearly all summer. Particularly attractive.

Per 10, \$2.25; Per 100, \$18.00

GYPSOPHILA

BRISTOL FAIRY PERFECT. Considered by many to be a distinct improvement over the older type. Flowers are slightly larger and more prolific. A secondary bloom can also be expected from this variety. Quantities are extremely limited and we can accept only a few orders.

Per 10, \$6.50

GAILLARDIA

BLANKET FLOWER

SUN GOD. This plant has everything. Graceful habit, large striking yellow flowers produced on good straight stiff stems. All this combined with its ability to bloom from very early summer until heavy frosts appear, make this a truly superlative hardy plant. Quantities are limited so please reserve early.

Per 10, \$3.00; Per 100, \$25.00

HEATHER

ERICA CARNEA. Grows about 6 inches high; leaves arranged in fours, nodding bell-shaped flowers of bright rosy carmine along the stems.
6-9 inch. Per 10, \$5.50; Per 100 \$45.00



HEUCHERA BRIZOIDES

HEUCHERA

CORAL BELLS

BRIZOIDES. Dainty pink bells densely bundled on long spikes. Strong grower.

Per 10, \$2.50; Per 100, \$20.00

PERRY'S WHITE. Pure white, silvery foliage, low growing variety. Beautiful member of a valuable family.

Pots Per 10, \$3.00; Per 100, \$25.00

SPITFIRE. Brightest red, our selection for the best. Strong, durable, liberally flowered with choice cutting stems.

Pots Per 10, \$3.00; Per 100, \$25.00

SANGUINEA SPLENDENS. Nice for cutting. Bright scarlet crimson.

Per 10, \$2.25; Per 100, \$18.00

HELIOPSIS

INCOMPARABILIS SUMMER GOLD. A greatly improved form which should do much to increase the popularity of this easily grown plant. During July and August, when cut-flower material is not plentiful, it produces large, almost double flowers of rich golden color, on strong branching stems.

Per 10, \$2.50; Per 100, \$20.00

HYPERICUM

HIDCOTE. A low growing shrub that produces bright yellow cup-like blooms, 2 inches in diameter, that cover this symmetric plant with a continuous procession of bloom during the summer and late into the fall.

Per 10, \$3.50; Per 100, \$30.00

OLYMPICUM. These are most desirable border plants. This dwarf form is distinctive and unique. It is a controlled, creeping carpet of succulent green. Massed with profuse tip flowers of brightest yellow, it is an edging or rockery highlight.

Per 10, \$2.50; Per 100, \$20.00

HYDRANGEA BLUE CHINA BOY

Blue China Boy is a distinct advance. It is distinguished by an immense head, with each floret measuring 2 or 3 inches. Actually each stalk is a bouquet in itself when cut. Its primest point is its complete hardiness. Here, where cold northern lakes winters prevail, it thrives in the coldest section of land in the nursery. Color is intense blue; chemical components of the soil, of course, are factors in color intensity of all blue Hydrangeas. **Field Grown Per 10, \$5.00**

2½" Deep Rose, Pots Per 10 \$3.00; Per 100 \$25

NEW HIBISCUS MARTIN'S GIANT HYBRIDS

For as many years as we have been searching for new things, we have had a yen to find the best Hybrid Hibiscus there could possibly be and have it bear our firm name. We have it now. This selection is without peer anywhere. Flowers 6 to 12 inches across, every Hibiscus color is represented in the candy-stick color range. It grows to 3-4 feet, foliage is deep green and paddle size. Habits are all clean and disease resistant. This is one of the finest of plants and makes the riot of the tropics available to every gardener.

Heavy F.G. — Per 10, \$2.25; Per 100, \$18.00; Per 1000, \$150.00

Hemerocallis

The list below is the best in the trade to serve the practical purpose of commercial planters. The color range is sound, the flowering period and plant character fills the season of June, July and August with a brightness provided by the Hemerocallis alone.

REMEMBER! THIS LIST SELLS ONLY A WHOLE PLANT — ONE THAT MAKES ITS DISPLAY IN THE FIRST SEASON YOU HAVE IT

You have, consequently, a profit opportunity within a few weeks after you purchase your plants. You do not have to wait until a finely cut division matures in your planting. This is guaranteed, and you are unconditionally the final judge of the quality you receive.

	Per 10	Per 100
AUGUST PIONEER. Chrome yellow, flushed red	\$3.00	\$25.00
CABALLERO. Large vermillion yellow	5.00	40.00
DAWN. Rose buff with yellow throat	2.50	20.00
FESTIVAL. Glowing orange, with brown stripes	8.50	30.00
FULVA MACULATA. Identical to Fulva, flowers much larger, grows more robust	2.00	15.00
GOLDENI. Deep, golden orange flowers in early July	2.00	15.00
GYPSY. Brilliant deep orange flowers in July	2.00	15.00
HANKOW. Golden yellow with scarlet eye	2.50	20.00
HYPERION. Citron yellow, prolific, July, 40 in.	3.50	30.00
J. A. CRAWFORD. Large apricot yellow	2.50	20.00
KWANSO FL. PL. Double bronze-gold, July, 4 feet	2.00	15.00
MARGARET PERRY. One of the best. Scarlet-orange, June	2.00	15.00
MIKADO. Very fine orange yellow	3.00	25.00
OPHIR. Tall large flowered golden yellow	2.50	20.00
PINK CHARM. Soft ochre red, gives appearance of coral pink lily	3.50	30.00
RAJAH. Velvety red with maroon eye	3.00	25.00
ROYAL RUBY. Striking crimson red, unique	4.00	35.00
SWEETBRIAR. Soft, rose-pink with yellow throat	4.00	35.00
THON. Dark red with yellow throat	3.00	25.00

HEDERA

HELIX. This is a strain which has proven itself as being exceptionally rugged and free from blights and spots. Glossy large leaved English Ivy.

Pots Per 10, \$2.00; Per 100, \$15.00

HELIX GRACILIS. The same good characteristics as English Ivy, except that the leaves are smaller and more finely cut. Also referred to as Baltic Ivy this very hardy plant is both a good climber and ground cover.

Per 10, \$2.00; Per 100, \$15.00

IBERIS

HARDY CANDYTUFT

SNOWFLAKE. A great variety of 6 to 8 inches high, having exceptionally large, pure white flowers borne in great masses during May and June.

Per 10, \$2.50; Per 100, \$20.00

SEMPERVIRENS. Very dwarf, covered with a sheet of white. Perfectly hardy. Height 6 to 8 inches.

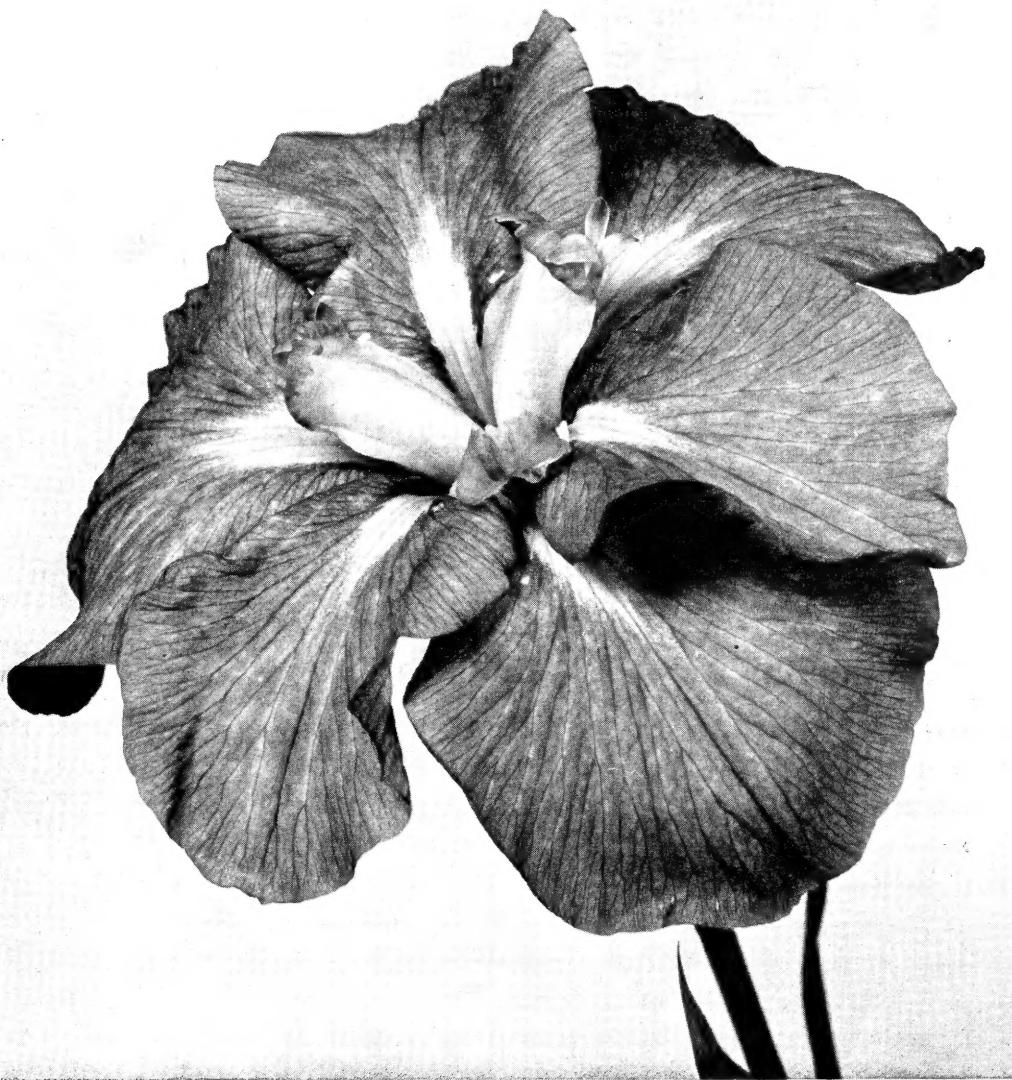
Per 10, \$2.25; Per 100, \$18.00

PURITY. A splendid new variety. Compact tightly formed, profusely flowered pure white.

Pots - Per 10, \$2.25; Per 100, \$18.00



Hedera Gracilis



ORCHID IRIS KAEMPFERI

BLUE BIRD.	Single superb dark violet.	\$2.25	\$18.00
BLUE WAVES.	Large semi-double. Greyish background overlaid with blue.	3.00	25.00
FASCINATION.	Double mauve-pink, veins blush white.	3.00	25.00
GEKO NO NAMI.	Earliest to bloom and the choicest white, very free. Glistening white with creamy white stigmas.	3.50	30.00
GOLD BOUND.	Fine double pure white, gold banded center.	3.00	25.00
HADONA.	Nine petaled. Striking violet blue with gold center. Veined light blue for cool contrast.	3.00	25.00
HERCULES.	Double clear blue.	2.50	20.00
KOMOCHIGUMA.	Six petal dark blue variety with yellow spots in center.	3.00	25.00
KUMI NO OBI.	Massive double deep violet petals, bordered lighter violet.	3.00	25.00
LA FAVORITE.	Double, large fine white, freely veined blue, and a rich purple center.	2.50	20.00
LUCIA MARSHALL.	Large, double pansy-violet, white veins.	2.50	20.00
MOMYI-NO-TAKI.	Early flowering six petaled type. Large dark red with a golden center.	3.00	25.00
MRS. J. A. HAYDEN.	Double white softly suffused pale violet. Anthers develop into extra petals making almost a triple form.	3.00	25.00
NEPTUNE.	Strong grower of the 3 petals. Color is a highly reddened mahogany.	2.75	22.50
PATROCLE.	Single superb dark violet.	2.00	15.00
ROSE ANNA.	Double ivory white, ruby red veins.	2.25	18.00
SEACREST.	Double, blue-blush white. Fine.	3.00	25.00

ILEX

JAPANESE HEDGE HOLLY

CRENATA CONVEXA, the most desirable in our opinion of the whole species producing lustrous, dark green small convex leaves, that shear nicely and develop into specimen material with a minimum of effort.

2 yr. TT 4-6" Per 10, \$3.50; Per 100, \$30.00

LYTHRUM

PURPLE LOOSESTRIFE

ROBERT. A valuable dwarf addition to a prolific, easy-to-grow, family. This compact plant sends up as many as two dozen slender spikes that attain a height of eighteen inches, and carry flowers of a glowing pink with red tones.

Per 10, \$3.00; Per 100, \$25.00

MORDEN'S GLEAM. Developed by our Canadian neighbors, this bright beauty is extra hardy. A continuous succession of bright carmine blooms (nearest to red of all Lythrum) appear from July to September. 3½ to 4 ft. tall, this item will be the brightest focal point of the summer border.

Per 10, \$3.00; Per 100, \$25.00

MORDEN'S ROSE. Another new development boasting sturdy spikes 2-3 ft. tall with deep rose-pink blooms. Individual florets are larger than usual. June to August bloom.

Per 10, \$3.00; Per 100, \$25.00

LUPINES

NEW RUSSELL LUPINES. Russell's Lupines bear enormous, well-rounded, long symmetrical flower-spikes, often 3 ft. or more in length, each spike a mass of gorgeous color.

Per 10, \$2.25; Per 100, \$18.00

LAVENDULA

VERA. The true Sweet Lavender, growing 18 inches high, wonderfully fragrant, blue flowers blooming July and August.

Per 10, \$2.50; Per 100, \$20.00

LYCHNIS

VISCARIA FL. PL. An exceptional perennial, with such distinctiveness when in flower, it attracts attention from a great distance. The plants are made up with long narrow foliage, producing vermillion red flowers on stems 14 inches in length. As a garden flower for show purposes it cannot be beat. The flowers can also be cut and used in vases. We very highly recommend it.

Pots - Per 10, \$2.50; Per 100, \$20.00

MONARDA OR BERGAMOT

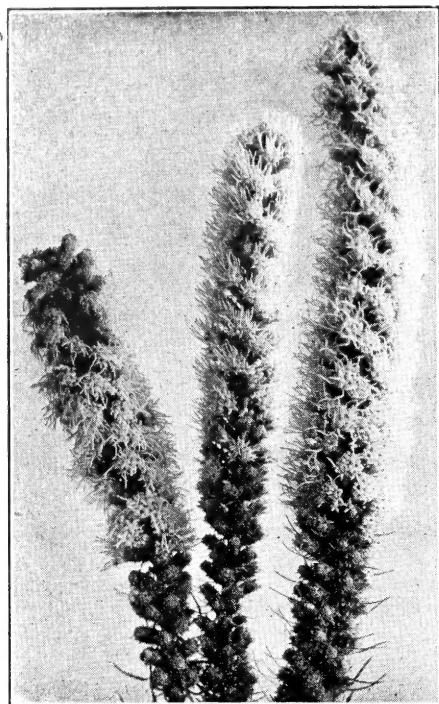
OSWEGO TEA

DIDYMA, CROFTWAY PINK. A most appealing rich rose-pink. Hardy and free blooming. Like other Bergamots, it presents an irresistible attraction for hummingbirds. Does well in shady gardens and is excellent for cutting.

Per 10, \$2.50; Per 100, \$20.00

DIDYMA CAMBRIDGE SCARLET. Brilliant crimson flowers are produced freely from June until August. A good plant for wild garden as well as border. 2½ feet.

Per 10, \$2.50; Per 100, \$20.00



LIATRIS

BLAZING STAR OR GAYFEATHER

No florist who uses gladioli or other spike type flowers should be without Liatris. This is the perfect companion flower for summer bouquets or basket work. Buying several varieties will give you a long season of bloom, from early summer to late fall.

PYCNOTACHYIA. Does well in any kind of soil, poor or rich, moist or dry, producing richly colored purple flowers on stout stalks. First rate cut flower.

Per 10, \$2.00; Per 100, \$15.00

SEPTEMBER GLORY. Late flowering type noted for its outstanding beauty. The purple flowers are produced on extra long spikes during late August and September.

Per 10, \$2.00; Per 100, \$15.00

LIATRIS, SILVER TIPS

(Alexander) Early blooming light lavender. Flowers are edged silver, growing on a vigorous spike. Large, lush foliage.

Per 10, \$2.25; Per 100, \$18.00

PACHISTIMA

CANBYI. Low growing evergreen shrub with small Holly-like leaves. Ultimate spread is 2 feet. Grows in shade and is perfect for edging or specimen work.

F.G.—Per 10, \$4.50; Per 100, \$40.00

PACHYSANDRA

TERMINALIS. Ground covering plant, averaging 6 to 8 inches in height and branching freely into a dense mat. Its shapely indented foliage is practically evergreen. It bears small spikes of light colored flowers during May and June. As a border for walks and drives it is most attractive; also splendid for steep in sun or shade and for dense shade under any kind of trees.

Soil Grown Cuttings - Per 100, \$6.00

IRIS PUMILA

Messengers that herald the spring! For the flower shows; for sale as clumps out of pots, baskets, beds; for plantings that will display your "master's touch" to your customers, use the Pumila Iris. Brilliant colors, thrive in any soil rich or poor, sun or shade.

	Per 10	Per 100
ATROVIOLACEA. The earliest of the Pumilas. Rich red purple	\$2.00	\$15.00
DR. MANN. Fragrant, petunia-violet with smoky falls	2.00	15.00
LA FIANCÉE. An exquisite hardy Iris, the flowers are snow white, large and well formed, produced in great abundance. Foliage light and graceful. Suitable for flower border or waterside. 3 ft.	2.00	15.00
THE BRIDE. A fine white	2.00	15.00
WHITE QUEEN. Finest white, early	2.00	15.00

IRIS SIBERICA — Siberian Iris

BLUE CHARM. A beautiful soft sky blue, 48 inches, free bloomer.	1.75	12.00
CAESAR'S BROTHER. A new fine blue.	1.75	12.00
LADY NORTHCLIFFE. Rich, deep bright violet, veined white throat.	1.75	12.00

HARDY PHLOX

We have in our fields this year, an outstanding assortment of hardy phlox. These varieties are the best that we have been able to select from the many varieties that we have tested, and we know that they will be extremely profitable for you to handle. All of these plants have been carefully cultured, guaranteeing trueness to name, and excellence in quality. Place your orders early, because we never seem to have enough to supply the large demand.

	Per 10	Per 100
AFRICA. Brilliant carmine red with blood-red eye	\$2.00	\$15.00
BORDER QUEEN. Heads are enormous and flowers are pure pink. Very rare and beautiful. Plants are dwarf and excellent for garden.	2.75	22.50
BRIGADIER. New English introduction. Carmine red with claret-pink shading. The eye is small and clear red.	2.75	22.50
CHARLES CURTIS. True. Sunset red. Strong grower, clean foliage, large flower heads, does not discolor in the sun.	2.50	20.00
ELIZABETH ARDEN. New. Very large delicate pink florets on large flower heads. Dwarf grower.	2.50	20.00
MARGARET. Clear deep lavender blue, strong grower.	2.25	18.00
MIES COPYN. New, exceptionally rugged and erect grower. A pure pink with carmine eye. Produces great masses of flowers all summer.	3.00	25.00
PAINTED LADY. Silvery pink with salmon shadings and cherry red eye	2.25	18.00
PRIME MINISTER. White clear crimson eye	2.25	18.00
REDBIRD. Crimson red with deep red centered florets.	2.25	18.00
WHITE ADMIRAL. New, produces beautiful snow-mounds of pure white flowers on enormous heads. Excellent late blooms. 2½ feet.	2.50	20.00

PENTSTEMON

BEARD-TONGUE

FIREBIRD. Cherry Glow or Schonholzeri. Individual florets are the size of Digitalis, and are carried prolifically and gracefully on stems 18 to 24 inches tall, vividly colored ruby crimson.

Pots - Per 10, \$2.00; Per 100, \$15.00

GARNET. Is nearly spreading in habit, and produces a succession of bloom from June until cut down by frost. Stems are 12-18" long, neatly populated by large rich garnet colored colored flowers.

Pots - Per 10, \$2.00; Per 100, \$15.00

PINK BEAUTY. Flower spikes 30 inches high, pure pastel pink, are borne in profusion. The silvery sheen in the foliage and in the bloom makes it a beautiful garden and cut flower variety.

Per 10, \$2.25; Per 100, \$18.00

REGALITY. This exciting addition to the already brilliant family boasts an extra amount of hardiness along with mahogany pendants of at least twice average size, hanging in abundance on sturdy spikes 18-24 inches long. Literally hundreds of these blooms appear from June till late fall on sturdy mound-like plants.

Per 10, \$3.00; Per 100, \$25.00

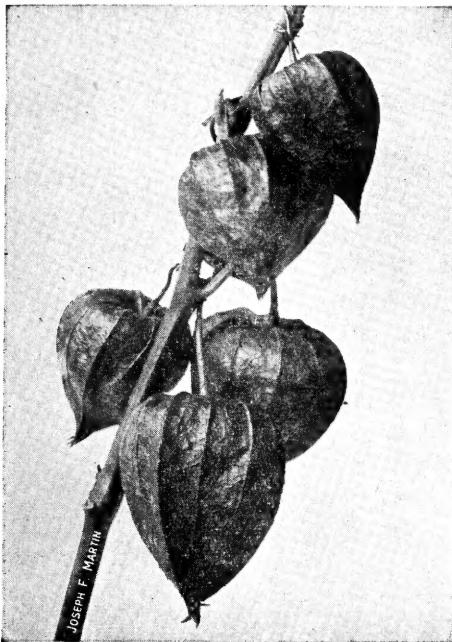
ROSE ELF. A lovely clean shell-pink. A beautiful cutflower; one of the outstanding new and good plants; makes a delightful companion to Gypsophila.

Per 10, \$2.50; Per 100, \$20.00

PEONIES

We have a large block of husky stock which is unbalanced, containing a majority of pinks & pink and white peonies. This block must be cleaned out — if you care to deal please call or write us. We have some excellent pinks true to name — if you desire — otherwise we offer this block in mixture only — large divisions, 3-5 eye

Per 10, \$3.00; Per 100, \$20.00



Physalis Francheti

PHYSALIS JAPANESE LANTERN

FRANCHETI. A big money maker that will yield more than any other outside crop. The fruits are becoming more popular each year for decorative purposes in the early fall and winter. The color of these lantern fruits is orange-vermillion and are ever-lasting after drying. Single plants produce as many as thirty lanterns that sell readily in any flower market.

Per 10, \$2.00; Per 100, \$15.00

POLEMONIUM

BLUE PEARL. The lovely and clear baby-blue flowers are freely produced in April and May. Does well in sun or shade. Foliage very ornamental throughout entire summer. Height 12 in.

Per 10, \$2.00; Per 100, \$15.00

POLYGONUM DWARF LACE PLANT

REYNOUTRIA. One of the finest dwarf ground covers. Thrives in any soil, hovers 4 to 8 inches, blooms airy pink sprays. Foliage deep green all summer, bronze red in the fall and winter.

Per 10, \$3.50; Per 100, \$30.00

PLUMBAGO

LEADWORT

LARPENTAE. One of the most desirable border and rock plants. It is of dwarf, spreading habit, growing 6 to 8 inches high, covered with deep blue flowers during the summer and fall. The flowers are borne in small clusters just above the foliage. Does well in the rock garden in full sun or light shade.

Per 10, \$2.50; Per 100, \$20.00

PYRETHRUM

CRIMSON GIANT. Huge flowers four to five inches across of a vermillion red in contrast to a brilliant yellow center button, are produced on straight sturdy stems sometimes reaching as high as two feet. Masses of bloom make this one of the best.

Per 10, \$4.00

PRIMULA

GIANT BOUQUET. A new, magnificent development. Flowers are often individually more than 2 inches across. They produce in great numbers and display an immense variety of coloring from white, cream, yellow, scarlet, purple, crimson. Strong stemmed, they are fine for cutting and the border. These plants have been in pots since May of last year and each one is full blooming size. A most satisfactory way for you to get the quickest return.

2 1/4 Pots Per 10, \$2.25; Per 100, \$18.00

POTENTILLA FRUITICOSA

GOLD DROP. This is a small shrub, growing to a height of about 2 1/2 feet, giving an irregular mound-like appearance. The leaves are fern-like and are intermingled with very brilliant buttercup yellow flowers from early June to late October. Perfect for use in the border, completely hardy, and does best in full sun.

Per 10, \$6.00; Per 100, \$50.00

RUDBECKIA

GOLDEN GLOW. Masses of large, double, golden-yellow flowers in late summer.

Per 10, \$2.00; Per 100, \$15.00

GOLDEN GLOBE. New. A truly outstanding form. Flowers a perfect globe, 3" in diameter, borne in profusion on stems 24-30" tall. Foliage is a miniature of the rugged Golden Glow. Thoroughly tested for hardiness and public appeal.

Per 10, \$2.00; Per 100, \$15.00

PHLOX SUBULATA

MOSS PINKS

ATROPURPUREA. A distinct form of Phlox subulata, a very free bloomer; strong grower and of the color of Phlox dusscussata, B. Compte, with a slightly darker eye. When in bloom it stands out strikingly and can be distinguished by its deeper red from any other form of Subulata.

Per 10, \$2.50; Per 100, \$20.00

ALEXANDER'S WILD ROSE. A most vigorous grower with a tendency for fall bloom, along with a very early spring floriferousness. Foliage is very good, coming through dry summers and cold winters equally well.

Per 10, \$2.25; Per 100, \$18.00

FAVORITE. (Alexander). A pure rose in silver shade, really different, a standout in the block planting. It is new now, but a leader in sight sales from our assortment. You will like its vigorous nature.

Per 10, \$2.50; Per 100, \$20.00

PINK PERFECTION. As the name would have it, this phlox is perfect in every respect. Foliage, growth, habit, flower size, form, and color. Stocks are limited because of the unusual demand. Order early.

Per 10, \$2.25; Per 100, \$18.00

WHITE DELIGHT. Largest white in existence today. Exceptionally large flower, on bright green foliage.

Per 10, \$2.25; Per 100, \$18.00

PHLOX SPECIES

AMOENA. Beautiful spring flowering Phlox. Its beautiful clear pink flowers are borne in great profusion, upright, in bush form on stems 12 inches high in May. Very fine for bordering.

Per 10, \$2.00; Per 100, \$15.00

STOLONIFERA, BLUE RIDGE. A beautiful dwarf phlox that creeps over the ground sending up stems 3 to 4 inches tall topped with umbels of bright sky blue flowers. At home in the shade or sun.

Pots Per 10, \$2.25; Per 100, \$18.00

SPIREA

GOAT'S BEARD; MEADOW SWEET
FILPENDULA FL. PL. (Dropwort). Numerous corymbs of white flowers on stems 15 inches high. June and July; pretty fern-like foliage.

Per 10, \$2.75; Per 100, \$22.50

PHYSOSTEGIA

FALSE DRAGONHEAD

GRANDIFLORA ROSY SPIRE. Grows from 18-24 inches with large heads of bright violet mauve flowers. Very desirable for cutting.

Per 10, \$2.00; Per 100, \$15.00

SUMMER SNOW. In all its characteristics, it resembles the medium tall Rosy Spire. Flowers are glistening pure white and admirably suited to cutting.

Per 10, \$2.00; Per 100, \$15.00

GOLDEN PRIVET

VICARI. A new, dwarf growing, hardy privet, with pure golden foliage. Not to be confused with the yellow variegated California type, which is not hardy. Becoming more popular every day, this plant is used superbly as an edging for flower beds and as an individual specimen in the border planting. Slow growing, and requires little pruning.

well branched, F. Grown 12-15"
Per 10, \$3.50; Per 100, \$30.00
Pots, Per 10, \$2.25; Per 100, \$18.00

STOKESIA

CORNFLOWER ASTER

BLUE DANUBE. (Super Blue). New, and a wonderful advance in this family. Growth is stronger, flowers more profuse, and color brighter than anything we have seen in Stokesia. Supply is extremely limited.

Per 10, \$2.50; Per 100, \$20.00

SILVER MOON. A new white form of Blue Moon.

Per 10, \$2.50; Per 100, \$20.00

TROLLIUS

LEDEBOURI. Very large, orange flowers. Strong, upright growth, blooming a little later. Height 2 1/2 to 3 feet.

Per 10, \$3.50; Per 100, \$30.00

POPPIES

Mixed only. Available now.

Per 10, \$2.25; Per 100, \$18.00

The varieties listed below will be available in August and reservations may be placed now. The complete price list will be available at a later date. Please write for it.

Barr's White
Beauty of Livermore
Carmine
Carnival
Curtis Giant Flame
Curtis Giant Flesh-Pink
Curtis Giant Salmon-Pink
Curtis Giant Mulberry
Grossfurst
May Curtis
Mrs. Perry
Perry's White
Raspberry Queen
Salmon Glow
Sweetheart
Sturmackel
Watermelon

TEUCRIUM CHAMAEDRYS

POPULAR PERENNIAL HEDGE

Since its merits have been recognized, scarcely a perennial border is complete without the neat green definition lent by a Teucrium hedge. Leaves a bright glossy green, myriads of stems rising 8 to 12 inches high, the Teucrium hedge may be trimmed formally by the fastidious or allowed to grow as it will in which case its natural dignity is formal enough for most of us.

Heavy F.G. Per 10, \$2.25; Per 100, \$18.00

TRADESCANTIA

SPIDERWORT

BLUE STONE. One of the prettiest. Glistening light blue flowers in profusion.

Per 10, \$2.00; Per 100, \$15.00

LENORE. The very fine flowers are a deep rich glowing violet.

Per 10, \$2.00; Per 100, \$15.00

JAMES STRATTON. A variety with large flowers 2 1/2 inches from tip to tip, in color deep delphinium mauve, slightly shaded with rose.

Per 10, \$2.00; Per 100, \$15.00

PURPLE DOME. Vividly brilliant purple flowers and it flowers freely. Considered the most spectacular one of the entire collection. which sparkle with life in sunlight. Fine grower

Per 10, \$2.00; Per 100, \$15.00

3 NEW VERONICA SPICATA

ENGLISH IMPORT

These plants are noted for their compact growth habits as well as their complete vigor and ability to produce an abundance of bloom. Dainty flower spikes, appearing from late June through August, lend a cool effect to the landscape, even during the hottest season.

BARCAROLE. Deep rose pink flower, spikes 10 in.

MINUET. Blush pink with silvery foliage, 12 in.

PAVANNE. Clear pink, crisp dark foliage, 18 in.

Per 10, \$3.00; Per 100, \$25.00

VERONICA

SPEEDWELL

CRATER LAKE BLUE. Good. Light green leaved, tall spires of closely knit deep lake blue flowers.

Per 10, \$2.25; Per 100, \$18.00

ICICLE. All the sturdy robustness of longifolia Subsessilis with long white icicles of bloom. Outstanding in the garden and nice for cutting.

Per 10, \$3.00; Per 100, \$25.00

INCANA. Deep blue flowers contrast with silver-gray foliage on compact neat growing plants. In or out of bloom it makes a delightful edging, only six inches tall or a valuable border plant.

Per 10, \$2.25; Per 100, \$18.00

LONGIFOLIA SUBSESSILIS. 2 feet. July to September. One of the handsomest blue-flowering plants. Perfectly hardy and increases in strength and beauty each year. Spikes completely studded with beautiful blue flowers; fine for cutting and one of the best for the hardy border.

Per 10, \$3.00; Per 100, \$25.00

VIOLA

CATHERINE SHARP IMPROVED. A completely hardy Viola with flowers of the richest violet blue. This is a superlative type, and should be grown as a company to Jersey Gem for sale to the most discriminating buyers. They will flower continuously in a cool house and make a perfect gift item all winter.

Per 10, \$2.25; Per 100, \$18.00

SEDUM

ACRE. (Wall Pepper; Mossy Stonecrop). A pretty species for rockwork; well known and considerably used. Foliage green; flowers bright yellow; prostrate and slowly spreading. 2 inches. May-June.

Per 10, \$2.00; Per 100, \$15.00

GLAUCUM. Excellent dwarf variety for rockeries or border edgings; prostrate and of slow growth. Per 10, \$2.25; Per 100, \$18.00

KAMTSCHATICUM. Orange-yellow flowers, with prostrate, green foliage turning golden in autumn.

Per 10, \$2.00; Per 100, \$15.00

REFLEXUM. Small, succulent, pointed, gray-green leaves on a neatly compact evergreen plant. Pretty yellow flower heads are produced in the spring, however the principal beauty lies in the foliage.

Per 10, \$2.00; Per 100, \$15.00

SARMENTOSUM. Excellent dwarf variety for rockeries or border edgings. The best Sedum for filling seams between rocks in wall garden; rapid grower. Its bright yellow flowers make an attractive soft carpet. June, July.

Per 10, \$2.00; Per 100, \$15.00

SPECTABILE. Erect, growing mass of rose colored flower heads 18 inches high. August and September.

Per 10, \$2.25; Per 100, \$18.00

SPECTABILE BRILLIANT. Erect growing mass of rose colored flower heads 18 inches high. August and September.

Per 10, \$2.00; Per 100, \$15.00

SPECTABILE VARIEGATA. Foliage variegated, rose pink flowers.

Per 10, \$2.25; Per 100, \$18.00

SPURIUM COCCINEUM. Flowers rosy crimson. 6 inches. July and August. Very good.

Per 10, \$2.00; Per 100, \$15.00

SPURIUM DRAGON'S BLOOD. Outstanding for the rock garden and dry wall. Foliage deep reddish bronze, with blood red flowers June thru October.

Per 10, \$2.25; Per 100, \$18.00

THYMUS

THYME

LANUGINOSUS. (Wooly Leaved). A species of Thyme with small, roundish leaves and rosy lilac flowers. It is a desirable plant for edgings or in rock work.

Per 10, \$2.25; Per 100, \$18.00

SERPYLLUM COCCINEUM. A serpyllum with dark red flowers. All serpyllum clan are among the best plants to plant between stepping stones.

Per 10, \$2.25; Per 100, \$18.00

VULGARIS. Grown as a sweet herb; flowers small lilac or purplish, in terminal, interrupted spikes; foliage very fragrant. June-July. Height 6 inches.

Per 10, \$2.00; Per 100, \$15.00

VIOLET ODORATA

PRINCESS OF WALES. Single, sweet-scented, rich, deep purple flowers. Valuable for greenhouse forcing as well as outdoor planting.

Per 10, \$2.25; Per 100, \$18.00

ROSINA. Producing not only in spring but again in late autumn, quantities of dainty flowers, deliciously fragrant and of a charming combination of pink and old rose shades. The fragrance probably is the most outstanding feature of this new Viola. It is quite resistant to either sun, or dry weather conditions.

Pots - Per 10 \$3.50; Per 100, \$25.00

WHITE WONDER. (Var. The Czar). Large, single, pure white, with faint blue and yellow tinting. Very fragrant.

Per 10, \$2.25; Per 100, \$18.00

HARDY VINCA

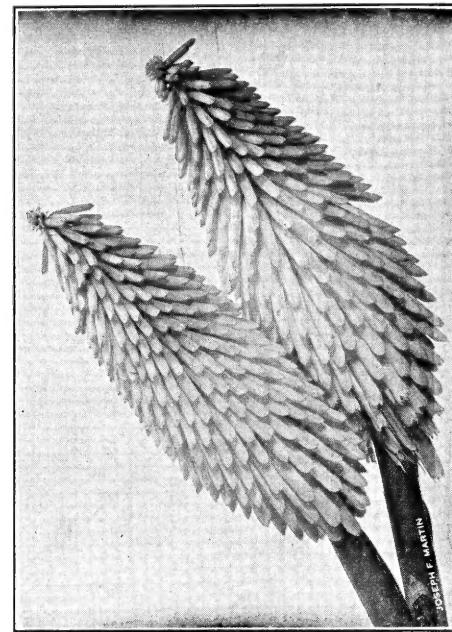
MYRTLE

MINOR. A trailing, evergreen plant, used extensively for carpeting the ground under shrubs or trees or on graves where it is too shady for grass or other plants to thrive.

Per 10, \$1.75; Per 100, \$12.00

MINOR RUBRA. Long absent from our list we are happy to be able to offer this different plant. Mahogany blooms on a vigorous plant.

Pots - Per 10, \$2.00; Per 100, \$15.00



TRITOMA, MARTIN'S SUPER HARDY

TRITOMA

RED HOT POKER

MARTIN'S NEW HYBRIDS - SUPER HARDY. A result of years of work, this new one seems to withstand any condition of weather and more of a damp location than any Tritoma in existence today. In our fields, we have them in any stage of growth from 5 year units to summer divisions and all are successful. Flower stems are sturdy and strong and the colors range from pale yellow to deep orange, all bright. A very worthwhile cut flower and a guaranteed hardy garden item.

Per 10, \$2.50; Per 100, \$20.00

ALCAZAR. A deeper orange-red than is ordinarily found in Tritomas. Tall, stately, straight spikes on healthy foliage plants that produce regularly all summer if kept cut.

Per 10, \$2.50; Per 100, \$20.00

CHROMATELLA. This variety is our own selection from trials of the host of hybrid classes presented recently. It is really different, throwing a vigorous free flower, colored rose with orange-red. Habit is compact, foliage deep green, flowers carried in elegant trusses.

Per 10, \$3.00; Per 100, \$25.00

HYBRIDS. Mostly all of these plants are a delightful shade of lemon yellow and orange combination. Early blooming. Priced to allow you to have generous sized plants at nominal cost.

Per 10, \$2.00; Per 100, \$13.50

PFITZERI. The rich orange flowers are always in big demand on the cut flower markets. If grown in fairly rich soil, a plant will produce several first class quality flowers. Tritomas should be included in every planting of summer cut flowers.

Per 10, \$2.25; Per 100, \$18.00

WHITE GIANT. The best variety for florists. Blooms all summer if cut regularly. Tall 3 foot stems bearing spikes of ivory white. Appear as cream white blooms of magnificent beauty from July to October.

Per 10, \$2.75; Per 100, \$22.50

TOWER OF GOLD. This most distinctive variety gives a beautiful display in the garden where the large rich golden yellow flower trusses make an exceptionally fine showing. Vigorous, free flowering and as fine for cutting as for garden display.

Per 10, \$2.75; Per 100, \$22.50

Looking for Something Different?

Everyone is these days. The best stimulant for any business is the addition of the new race or unusual. Your standard line of beautiful and attractive merchandise sometimes gets overlooked if you can't draw customer interest with something a little bit extraordinary.

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topnotch standard items!**

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Hedera Ivy	6
Penstemon Firebird	9
Primula Giant Bouquet	9
Stokesia Blue Danube	9
Tritoma White Giant	11

All the items in this selected list of plant material, have the unique quality of being ideally suited for container growing. They are certain to give your display that extra punch so necessary in todays merchandising. We like to think they give you

Extra Selling Power

WHOLESALE ORDER SHEET

THE JOSEPH F. MARTIN CO., INC.
PAINESVILLE, OHIO

Company Name. _____

Proprietor's Name _____

Street, P. O. Box or R. D. _____

Post Office _____ **State** _____

Express Office if different from Post Office _____

WHEN WANTED AMOUNT ENCLOSED \$

AMOUNT ENCLOSED \$

CASH WITH ORDER DISCOUNT—2% on Orders \$10.00 and up

**YOUR
MUM
ORDER
IS PREPARED ON
THE HANDY
ORDER AID**

Just mark it up, tear it out
and send it back home to:

THE JOSEPH F. MARTIN CO., INC.

P. O. 189
PAINESVILLE, OHIO

Where fine plants will be set aside for shipment to you at anytime in the planting season that you wish to receive them.

THE JOSEPH F. MARTIN CO., INC., PAINESVILLE, OHIO

Handy Order Blank

HARDY MUMS

Discount 2% For Cash With Order

Ship To _____

Via _____

Street _____

Date _____

City _____ State _____

Preferred
Delivery Date _____

Please indicate if substitution of a similar or better variety is permissible. Yes No

ALL PRICES ARE FOR HEAVY FIELD GROWN CLUMPS

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
MARTIN'S MUMS		
	TAFFY P. 10-\$4.00 100-\$35.00	
	JEWELIGHT P. 10-\$4.00 100-\$35.00	
	AAMS BURNING BRONZE	
	EMPEROR	
	RUBY KING	
	SHOWPIECE	
See List For Price Schedule		
	ANCASTER BRONZE P. 10-\$2.50 100-\$20.00	
	ANN LADYGO P. 10-\$3.00 100-\$25.00	
	ASTORIA P. 10-\$2.50 100-\$20.00	
	BANTAM YELLOW P. 10-\$3.50 100-\$30.00	
	BRONZE QUEEN P. 10-\$2.50 100-\$20.00	
	CHAMPAGNE P. 10-\$4.00 100-\$35.00	
	DARK KNIGHT P. 10-\$3.50 100-\$30.00	
	ELLEN ROBERTS P. 10-\$2.50 100-\$20.00	
	EVELYN GARREN P. 10-\$2.50 100-\$20.00	
	GLAMOUR P. 10-\$2.50 100-\$20.00	
	GOLD BUTTON P. 10-\$3.00 100-\$25.00	
	HILITE P. 10-\$2.75 100-\$22.50	
	TOTAL COLUMN 1	

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
MARTIN'S MUMS		
	ILLINOIS P. 10-\$2.50 100-\$20.00	
	INDIANA P. 10-\$2.50 100-\$20.00	
	INDIAN SUMMER P. 10-\$3.00 100-\$25.00	
	IOWA P. 10-\$2.50 100-\$20.00	
	JOSEPHINE FERRIS P. 10-\$2.50 100-\$20.00	
	JOHN FURST P. 10-\$2.50 100-\$20.00	
	JOHN MILBRATH P. 10-\$2.50 100-\$20.00	
	JUDY P. 10-\$3.00 100-\$25.00	
	LADY'S DREAM P. 10-\$3.00 100-\$25.00	
	LADY FAIR P. 10-\$3.50 100-\$30.00	
	LAWRENCE BLANEY P. 10-\$2.50 100-\$20.00	
	LEMON DROP P. 10-\$2.50 100-\$20.00	
	LILAC LAVENDER P. 10-\$2.50 100-\$20.00	
	MICHIGAN P. 10-\$2.50 100-\$20.00	
	MICHIGAN STATE P. 10-\$2.50 100-\$20.00	
	MINNPINK P. 10-\$2.50 100-\$20.00	
	MINNESOTA P. 10-\$2.50 100-\$20.00	
	MONETTE P. 10-\$3.00 100-\$25.00	
	MT. JEFFERSON P. 10-\$2.50 100-\$20.00	
	TOTAL COLUMN 2	

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
MARTIN'S MUMS		
	NANOOK P. 10-\$2.50 100-\$20.00	
	NINA REBMAN P. 10-\$3.50 100-\$30.00	
	NORTHWESTERN P. 10-\$2.50 100-\$20.00	
	NOLIA GOTCHELL P. 10-\$3.50 100-\$30.00	
	OHIO STATE P. 10-\$2.50 100-\$20.00	
	ORCHID LADY P. 10-\$2.50 100-\$20.00	
	PURDUE P. 10-\$2.50 100-\$20.00	
	PURPLE HEART P. 10-\$3.50 100-\$30.00	
	PRINCESS KAY P. 10-\$3.50 100-\$30.00	
	QUICKSILVER P. 10-\$3.50 100-\$30.00	
	ROSY MORN P. 10-\$3.00 100-\$25.00	
	SMILES P. 10-\$2.50 100-\$20.00	
	SUMMER SNOW P. 10-\$3.00 100-\$25.00	
	SUNDANCE P. 10-\$3.00 100-\$25.00	
	TANGIERS P. 10-\$3.00 100-\$25.00	
	TENSLEEP P. 10-\$3.00 100-\$25.00	
	VIV CUSHION P. 10-\$3.50 100-\$30.00	
	VIVIENNE THOMPSON P. 10-\$2.50 100-\$20.00	
	WHITE DOVE P. 10-\$3.00 100-\$25.00	
	TOTAL COLUMN 3	

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
GENERAL LIST		
	WHITE PRINCE P. 10-\$3.00 100-\$25.00	
	WISCONSIN P. 10-\$2.50 100-\$20.00	
	YEL. FL. NIGHTINGALE P. 10-\$3.00 100-\$25.00	
	YELLOW BUTTERSCOTCH P. 10-\$3.00 100-\$25.00	
	YELLOW WINTERSET P. 10-\$3.00 100-\$25.00	
	TOTAL COLUMN 4	

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
	CECIL BEED 10-\$2.25 100-\$18.00	
	CHARLES NYE 10-\$2.50 100-\$20.00	
	CHIPPA RED 10-\$4.00 100-\$35.00	
	CHRIS COLUMBUS 10-\$2.25 100-\$18.00	
	CORALIE SCHMIDT 10-\$2.25 100-\$18.00	
	COPPERSMITH 10-\$4.00 100-\$35.00	
	CROWN JEWEL 10-\$3.00 100-\$25.00	
	DEE DEE AHRENS 10-\$2.25 100-\$18.00	
	DOREEN MONTE 10-\$3.00 100-\$25.00	
	DIVINITY 10-\$3.00 100-\$25.00	
	DUNE SAND 10-\$3.00 100-\$25.00	
	EAMON ANDREWS 10-\$3.50 100-\$30.00	
	EARLY WHITE 10-\$4.00 100-\$35.00	
	ERMINIE 10-\$2.25 100-\$18.00	
	EVELYN DEVANEY 10-\$3.00 100-\$25.00	
	EVENGLOW 10-\$3.00 100-\$25.00	
	FASCINATION 10-\$2.75 100-\$22.50	
	FINGER LAKES 10-\$2.25 100-\$18.00	
	FRED STONE P. 10-\$2.50 100-\$20.00	
	FREYA 10-\$3.50 100-\$30.00	
	GAMMY 10-\$4.00 100-\$35.00	
	GARLAND POWELL 10-\$3.50 100-\$30.00	
	GEN. MARSHALL 10-\$2.50 100-\$20.00	
	GEN. MacARTHUR 10-\$2.50 100-\$20.00	
	GLORIA P. 10-\$2.25 100-\$18.00	
	GRACE BRADSHAW 10-\$3.50 100-\$30.00	
	GOLDEN WEDDING 10-\$2.25 100-\$18.00	
	HELEN BOGUE 10-\$3.50 100-\$30.00	
	HONEYSWEET 10-\$2.75 100-\$22.50	
	HORIZON 10-\$3.50 100-\$30.00	
	IRON MOUNTAIN 10-\$3.00 100-\$25.00	
	JEWELRY 10-\$2.25 100-\$18.00	
	JEWELTONE 10-\$3.50 100-\$30.00	
	KING'S RANSOME 10-\$4.50 100-\$40.00	
	LAVENDER BUTTON 10-\$4.00 100-\$35.00	
	LAVENDER PRINCESS 10-\$2.25 100-\$18.00	
	LESHARA 10-\$2.75 100-\$22.50	
TOTAL COLUMN 5		

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
	Mme. CADILLAC 10-\$2.25 100-\$18.00	
	MARGARET KELLER 10-\$4.50 100-\$40.00	
	MAGNIFICENT 10-\$2.50 100-\$20.00	
	MALINDA BROWN 10-\$2.25 100-\$18.00	
	MOJAVE GOLD 10-\$3.50 100-\$30.00 P. 10-\$2.25 100-\$18.00	
	MONITOR 10-\$3.50 100-\$30.00	
	MOONBRIGHT 10-\$3.50 100-\$30.00	
	MISTY MAID 10-\$2.25 100-\$18.00	
	MURIEL RICE 10-\$3.50 100-\$30.00	
	NEWTON 10-\$3.50 100-\$30.00	
	PATHFINDER 10-\$2.75 100-\$22.50	
	PINK QUILL 10-\$3.50 100-\$30.00	
	PILGRIM 10-\$3.50 100-\$30.00	
	PRAIRIE SUNSHINE 10-\$3.00 100-\$25.00	
	REDCOAT 10-\$2.50 100-\$20.00	
	RED DOTY 10-\$2.00 100-\$15.00	
	RED FEATHER 10-\$2.25 100-\$18.00	
	RESOLUTE 10-\$3.50 100-\$30.00	
	ROMANCE 10-\$3.00 100-\$25.00	
	RONALD 10-\$3.50 100-\$30.00	
	ROSETONE 10-\$3.00 100-\$25.00	
	ROULETTE 10-\$3.00 100-\$25.00	
	ROYAL VELVET 10-\$3.50 100-\$30.00	
	RUBY BREITHAUP 10-\$3.50 100-\$30.00	
	RUBY POMPOM 10-\$2.25 100-\$18.00	
	RUTH SCOTT 10-\$3.50 100-\$30.00	
	SONNY 10-\$3.00 100-\$25.00	
	SUNAPE 10-\$2.00 100-\$15.00	
	STUART OGG 10-\$4.00 100-\$35.00	
	STYLISH 10-\$4.50 100-\$40.00	
	TANGERINE 10-\$3.00 100-\$25.00	
	TUNEFUL 10-\$4.00 100-\$35.00	
	VALCOMA 10-\$3.50 100-\$30.00	
	WHITE CLOUD 10-\$2.50 100-\$20.00	
	WHITE SAIL 10-\$4.00 100-\$35.00	
	YEL. CHRIS COLUMBUS 10-\$2.25 100-\$18.00	
TOTAL COLUMN 6		

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
CUSHIONS		
	ADORABLE P. 10-\$2.25 100-\$18.00	
	ARISTOCRAT 10-\$3.00 100-\$25.00	
	BOWL O GOLD P. 10-\$2.00 100-\$15.00	
	BRIGHT EYES 10-\$3.50 100-\$30.00	
	BR. POMPONETTE P. 10-\$2.50 100-\$20.00	
	CODY 10-\$2.75 100-\$22.50	
	COQUETTE P. 10-\$2.00 100-\$15.00	
	CUTIE 10-\$2.00 100-\$15.00	
	EDNA ROWLEY 10-\$4.50 100-\$40.00	
	FUCHSIA FAIRY 10-\$2.75 100-\$22.50 GOLDEN CARPET	
	10-\$3.00 100-\$25.00	
	GOLD RIBBON 10-\$4.00 100-\$35.00	
	INDIAN RED 10-\$3.00 100-\$25.00	
	JESS WILLIAMS 10-\$3.50 100-\$30.00	
	JOYOUS P. 10-\$2.25 100-\$18.00	
	KIOWA 10-\$2.50 100-\$20.00	
	LIPSTICK P. 10-\$2.25 100-\$18.00	
	MAJOR CUSH P. 10-\$2.00 100-\$15.00	
	MARTIN'S WHITE P. 10-\$2.25 100-\$18.00	
	MARTIN'S YELLOW P. 10-\$2.25 100-\$18.00	
	MOUNT HOOD 10-\$4.00 100-\$35.00	
	MY LADY 10-\$2.50 100-\$20.00	
	NANCY SCOTT 10-\$3.00 100-\$25.00	
	NEW DRIFTED SNOW 10-\$4.00 100-\$35.00	
	NEW MARG MILLS 10-\$3.00 100-\$25.00	
	OSCEOLA 10-\$2.25 100-\$18.00	
	OSTOSA 10-\$2.50 100-\$20.00	
	PONCA 10-\$2.50 100-\$20.00	
	MISCHIEF 10-\$2.25 100-\$18.00	
	RED CUSH. 10-\$2.00 100-\$15.00	
	RED ELF 10-\$3.00 100-\$25.00	
	REFLECTION 10-\$2.75 100-\$22.50	
	REVERENCE 10-\$2.50 100-\$20.00	
	RHYTHM 10-\$2.75 100-\$22.50	
	ROUGE CUSH 10-\$2.50 100-\$20.00	
TOTAL COLUMN 7		

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
	SILETZ 10-\$2.50 100-\$20.00	
	SPARKLE P. 10-\$2.25 100-\$18.00	
	SUNBEAM 10-\$2.25 100-\$18.00	
	THERESA STONE 10-\$3.50 100-\$30.00	
	THURZA RUSSELL 10-\$4.00 100-\$35.00	
	TWINKLE 10-\$2.25 100-\$18.00	
	WHITE MASQUERADE 10-\$3.00 100-\$25.00	
	YEL. AVALANCHE 10-\$2.50 100-\$20.00	

NOVEL SPOONS	
BLUSH WHITE 10-\$2.50 100-\$20.00	
CRIMSON MAGIC P. 10-\$2.50 100-\$20.00	
DAVY CROCKETT 10-\$3.50 100-\$30.00	
FUCHSIA SPOON 10-\$2.50 100-\$20.00	
IVORY SPOON 10-\$2.00 100-\$15.00	
LOVELINESS SPOON 10-\$3.00 100-\$25.00	
ORCHID SPOON 10-\$2.50 100-\$20.00	
REMEMBER ME 10-\$2.50 100-\$20.00	
SUNSTONE 10-\$2.50 100-\$20.00	
SNOWSPOON 10-\$2.50 100-\$20.00	
TOTAL COLUMN 8	

TO TOTAL COLUMNS	
COL. 1	\$ _____
COL. 2	\$ _____
COL. 3	\$ _____
COL. 4	\$ _____
COL. 5	\$ _____
COL. 6	\$ _____
COL. 7	\$ _____
COL. 8	\$ _____
GROSS	\$ _____
Less 2% FOR CASH	\$ _____
NET	\$ _____

Hardy Chrysanthemums

The Best List of Garden Mums in the U. S.



New Listings and Introductions

After surveying and judging the new Mums available this year, we find once again such unusual departures from the older varieties that we are devoting a special section of our catalog to them. We are especially happy to be able to introduce two new ones. Under test for three full years they have proven hardy, prolific, and appealing to those who saw them. They are low growers and completely adaptable to a wide range of uses.

Football Mums are constantly being sought after, and you will find the Big Ten Series (All the big state college names) in our list. These varieties while blooming a little late to go over big as garden varieties, will appeal to those who are looking for something a little more advanced on which to practice their talents for producing specimen exhibition bloom.

Included also are the efforts of the government field stations, and several of the most prominent hybridizers in the mum field. All have put forth their best efforts of the past few years and the **improvements** they have developed are contained within this list.

You will find that nothing has been spared in the care and development of these plants. All are lighted, sprayed, and given the benefit of composted soil. We are using a plastic pot which has given excellent results in the development of these newer varieties and in most instances you will receive the plant in the container in which it was grown, thereby eliminating crushed and broken pot balls, and giving you an undisturbed root system, for results that just can't be anything but good.

All New Listings are supplied from pots unless otherwise designated

TWO NEW 'MUMS BY MARTIN'

TAFFY. All the tempting shades of taffy being pulled at the county fair, including salmon, rose, buff, coral, and apricot. Because of its multicolor there is a definite appeal as a novelty for beginners and fanciers alike. Fully double blooms with a slightly crested center are a blanket of flowers for this medium low plant which blooms at the start of the mum season.

Per 10, \$4.00; Per 100, \$35.00

JEWELIGHT. Deep grape colored, pompon-like blooms, perfectly symmetrical, are just loose enough to allow the silver reverse of the petals to show well and light the whole plant with a silvery cast. Another highlight of this brand new one is its very low, completely versatile growth characteristic. Only about 8 or 10 inches high and 15 to 18 inches across. In bloom about Sept. 28th, this one has a place in your list.

Per 10, \$4.00; Per 100, \$35.00



EMPEROR



RUBY KING



*All America
Mum
Selections*

All America Mum Selections is a non-profit organization composed of a group of nurserymen and hybridizers, interested in keeping the spirit of the Mum alive, by testing and selecting top varieties available. The four new ones introduced this year have been under test at least two full years. They are very nice and an indication of nicer things to come. Your customers will be reading about them in national garden magazines, such as, Flower Grower, Popular Gardening, and Flower and Garden. The demand having been created your profits should be relatively easy to attain. Be among the first to handle them.

 **BURNING BRONZE.** (Pat. Appl. For) A blaze of autumn color, embracing all the warm bronze shades including tangerine, bronze, and orange. Full, generous blooms, 3 inches across, borne in profusion on graceful sprays, ideal for cutting, at the height of the mum season.

 **EMPEROR.** (Pat. Appl. For) Enjoy a delightful shade of bronze when in bud, and see a compact plant covered with fully double golden yellow blooms early in the season. Medium height.

 **RUBY KING.** (Pat. Appl. For) A bright rich red cushion with unusually good lasting qualities. When other reds have faded this one will still be bright. Midseason on a typical cushion plant.

 **SHOWPIECE.** (Pat. Appl. For) A giant of a mum, fully 4 to 5 inches across, borne on a plant that doesn't get tall and rangy, but stays a nice compact medium height. The color is a sparkling rose accented by silver mist reverse. Mid-season.

Rooted cuttings of four winners are available postpaid from February 15 through May 15.

Pot plants available from April 1st through June 15; Express Collect.

Wholesale Price	Each	Each	Each	Each
Not less than	25 to 49	50 to 99	100 to 299	300 & over
25 plants of a variety	65c	.50	.45	.42½

Special AAMS Group Introductory Offer:

25 each of all 4 winners, \$52.50
50 each of all 4 winners, \$92.50

To be sure that the material you receive is true, prize winning stock, a red white and blue replica of the above emblem, naming the individual variety will be supplied with each plant. This attractive tag will also aid greatly in customer recognition of the variety.

The nationally advertised retail price of \$1.50 each; 3 for \$3.75; 1 each of all 4 varieties for \$4.95, certainly leaves an attractive margin for profit.

Remember, we are your only noncompetitive, exclusively wholesale, most centrally located source, for All America Mums.

New Listings and Introductions Hardy Mums Continued

All new listings supplied from pots unless otherwise designated

ANCASTER BRONZE. Produced in Canada, this hearty, hardy Northern neighbor is a low growing beauty that is wider than it is tall. Pompons of deep bronze central shadings to copper bronze outer shades are prolific on this mid-season type. Very robust.

Per 10, \$2.50; Per 100, \$20.00

ANN LADYGO. Truly an unusual and beautiful item. A perfectly formed cushion type plant, is covered with blooms of a delightful shade of camellia-rose, accented by an anemone centered cushion of varying shades of yellow and rose. Dwarf and compact, it would be hard to find a use for which it is not suited.

Per 10, \$3.00; Per 100, \$25.00

ASTORIA. A very fine flowering plant of medium height. Numerous sprays of deep lemon pompons are produced on stiff stems. Sept. 28.

Per 10, \$2.50; Per 100, \$20.00

BANTAM YELLOW. An intriguing midget yellow cushion with an almost rug-like nature. Several shades lighter than most cushions available, this promises to be a valuable addition to the type. A rather large bloom and a flowering date of Sept. 25, further enhance the possibilities of this beauty.

Per 10, \$3.50; Per 100, \$30.00

BRONZE QUEEN. A compact, showy cushion type that sports tightly knit pompons of a highly desirable shade of copper-bronze. Blooms Sept. 20 for early sales.

Per 10, \$2.50; Per 100, \$20.00

CHAMPAGNE. A new color in Mums as sparkling as its name. Ivory-shell-pink embraces a large 5 inch bloom that tops a sturdy stem. Ideal for flower arrangements. Sept. 28.

Per 10, \$4.00; Per 100, \$35.00

DARK KNIGHT. A hearty vigorous performer that boasts velvet-like ruby crimson blooms borne in profusion on a medium height plant. The frost resistant blooms start to appear about Sept. 28, and last throughout the entire season.

Per 10, \$3.50; Per 100, \$30.00

ELLEN ROBERTS. A wind and frost resistant variety that produces a bright shade of non-fading clear pink Mums. Unexcelled for use in the garden because of its lasting qualities. Full double, midseason.

Per 10, \$2.50; Per 100, \$20.00

EVELYN GARREN. One of the largest, fully double, lilac-lavender, incurved varieties that we have seen. Shows the influence of crossing with the large flowered, early blooming, English kinds. Strong grower, early October.

Per 10, \$2.50; Per 100, \$20.00

GLAMOUR. Very compact, low growing cushion type, that was selected for its non-fading deep purple blooms. Fully double, Sept. 29, excellent for pots and border.

Per 10, \$2.50; Per 100, \$20.00

GOLD BUTTON. Everyone asks for buttons and here is one that is sure to please. A twinkling little gold beauty, with brilliant spanish-orange eyespots. Highly attractive and a good grower.

Per 10, \$3.00; Per 100, \$25.00

HILITE. This proud introduction boasts dome shaped individual flowers, very large dahlia-flared yellow. Extra nice long stems lend themselves handsomely to arrangements, as well as to border groupings. Sept. 25.

Per 10, \$2.75; Per 100, \$22.50

ILLINOIS. A medium large fully double incurved variety, that has perfectly shaped golden blooms. A corsage when disbudded. Midseason bloom on a medium height plant.

Per 10, \$2.50; Per 100, \$20.00

INDIANA. Large full cactus type, amber bronze. A medium height beauty that is a real novelty. Especially adapted for spring pot plant sales.

Per 10, \$2.50; Per 100, \$20.00

INDIAN SUMMER. A very unique and glowing addition, full double blooms have a row of spoon petals on the outer circle. A firecracker red that stands straight and true regardless of wind or rain. Medium height, extremely floriferous.

Per 10, \$3.00; Per 100, \$25.00

IOWA. Medium incurved bright lemon, that makes a sturdy compact pot plant, particularly for sale in the spring.

Per 10, \$2.50; Per 100, \$20.00

JOSEPHINE FERRIS. Fully double, large, clean, flesh white pompons are highlighted by a contrasting plum colored center. A medium height mound-like plant covered with blooms in the manner of a cushion. Midseason.

Per 10, \$2.50; Per 100, \$20.00

JOHN FURST. A traditional fall color that is always sought after. Fully double, bright, orange amber, blooms of generous proportions and firm texture enhance this sturdy decorative.

Per 10, \$2.50; Per 100, \$20.00

JOHN MILBRATH. A medium height plant that produces brilliant 3½ in. yellow pompons with firm textured, tightly knit petals, that last under the most severe fall weather. A rugged plant that gives an abundance of satisfaction.

Per 10, \$2.50; Per 100, \$20.00

JUDY. This little lady has the trimmest, most well rounded shape of all the new ones. A delightful shell pink pompon bloom nestles on a perfectly formed cushion. Sept. 27.

Per 10, \$3.00; Per 100, \$25.00

LADY'S DREAM. A delicate shade of clear pink, peeking through white petals, firmly knit into a tight pompon of medium size. This low grower is a Sept. 28 bloomer and a nice one for potting.

Per 10, \$3.00; Per 100, \$25.00

LADY FAIR. Highly attractive deep lavender buds, open to a delicate pleasing shade of orchid pink. The gently tousled cactus, 3 inch blooms are generously produced on stems that lend themselves well to arrangements.

Per 10, \$3.50; Per 100, \$30.00

LAWRENCE BLANEY. A sparkling orange red that is different. Petals are slightly twisted and somewhat quilled. Individual blooms are large and produced on stems that are good for cutting. A nice bright fall flower.

Per 10, \$2.50; Per 100, \$20.00

LEMON DROP. Lots of little lemon drop pompons on a trim neat little bush. A Sept. 28th bloomer that doesn't go over 12 inches.

Per 10, \$2.50; Per 100, \$20.00

LILAC LAVENDER. A tall double lilac lavender, fully double, and completely hardy. Excellent straight long stems ideal for cutting. A midseason beauty that shows its English parentage in its classic green foliage.

Per 10, \$2.50; Per 100, \$20.00

MICHIGAN. Large clear yellow blooms fully 4 inches and larger across, produce on vigorous plants with rigid stems. A good disbud and cut flower. Midseason, medium height.

Per 10, \$2.50; Per 100, \$20.00

MICHIGAN STATE. Large white decorative pompon ranging 4 inches in diameter when disbudded. This medium height plant makes a beautifully shaped pot plant.

Per 10, \$2.50; Per 100, \$20.00

MINNPINK. Developed by the Univ. of Minnesota especially to withstand the rigors of a northern winter, supply early attractive bloom, on a low plant of cushion type suited for the ranch home planting. Deep pink double blooms, literally obscure the foliage.

Per 10, \$2.50; Per 100, \$20.00

MINNESOTA. A large white incurved pompon that is ideal as a disbud. Another football mum.

Per 10, \$2.50; Per 100, \$20.00

MONETTE. A beautiful white cushion, overlaid with lilac, just crowded with tight little button pompons. This unusual cast gives this variety its own special glow and place in any fine collection. Late Sept. bloom on a plant 12 in. low.

Per 10, \$3.00; Per 100, \$25.00

MT. JEFFERSON. A pure white cap for this rugged plant. The blooms are huge, 5 inches of wonderful substance. An early blooming beauty that will be around for a long time.

Per 10, \$2.50; Per 100, \$20.00

NANOOK. This white and cream, full double, is covered with blooms. The blooming date of Sept. 15th, along with its ability to produce good roots, will make it one of your favorite cushions.

Per 10, \$2.50; Per 100, \$20.00

NINA REBMAN. Everyone is looking for good reds and here is one that is sure to please. Very dark red, non-fading, generously proportioned 3 inch blooms, frost resistant on wind resistant plants. A winning combination.

Per 10, \$3.50; Per 100, \$30.00

NORTHWESTERN. A huge full incurved variety of glowing reddish bronze. An ideal football mum that can be grown outdoors. Early blooming for its size and type.

Per 10, \$2.50; Per 100, \$20.00

NOLIA GOTCHELL. A delectable peaches and cream combination hard to resist. Large fully double blooms 4-5 in. across, are still pleasing and erect after heavy winds. An excellent cut flower type. Midseason.

Per 10, \$3.50; Per 100, \$30.00

OHIO STATE. A huge golden, cactus decorative that responds well to disbudding or pot culture. Medium height. Midseason bloom.

Per 10, \$2.50; Per 100, \$20.00

ORCHID LADY. This one will get your season off with flying colors. Among the first to bloom, Sept. 10, this low growing, Orchid, boasts 2½ inch double flowers on a plant that is suited for potting and edging.

Per 10, \$2.50; Per 100, \$20.00

PURDUE. A big beautiful bronze incurving variety, with a sturdy robust nature. Ideally suited to pot plant culture.

Per 10, \$2.50; Per 100, \$20.00

PURPLE HEART. Deep, velvet-like, purple fully double flowers of nice size, are unique because of their semi-quilled petals and accent of silver reflex. Sept. 28.

Per 10, \$3.50; Per 100, \$30.00

PRINCESS KAY. Brand new royalty, all decked out in pure alabaster white. Heavy textured blooms on sturdy plants that flower about Sept. 20.

Per 10, \$3.50; Per 100, \$30.00

QUICKSILVER. A medium height beauty that produces flowers as profusely as a cushion. Sprays of 3 inch blooms, shiny creamy white, are accented by the unopened pink buds. Recovers well from early frost to give a riotous show.

Per 10, \$3.50; Per 100, \$30.00

ROSY MORN. Tiny pink space buttons are massed on the tightest little plant to give a very different and pleasing effect. This plant is suitable for potting and border work, or its trim lowness makes it suitable for centerpiece arranging. Sept. 28.

Per 10, \$3.00; Per 100, \$25.00

SMILES. The trimmest yellow cushion to date. Uniformly compact with a mass of flowers appearing on 10 inch plants. Blooms at the height of the season and sells immediately on sight.

Per 10, \$2.50; Per 100, \$20.00

SUMMER SNOW. This English type mum was chosen for our list because of its ability to stand rain and wind, produce runners freely, bloom early, and provide plenty of good sized pure white incurving blooms. We like it.

Per 10, \$3.00; Per 100, \$25.00

SUNDANCE. Truly an outstanding introduction. Huge 4 inch golden yellow blooms of heavy texture and firm substance, are produced freely on plants that are full 24 inches wide and 24 inches tall. Really good for specimen work. In bloom by Sept. 25.

Per 10, \$3.00; Per 100, \$25.00

TANGIERS. This one was the pride of our fields this year. Generous 3-4 inch flowers of a mellow orange-bronze shade closely grouped to give the effect of a mammoth individual bloom. Perfect for cutting, with exceptional frost resistance. This is one that you must try.

Per 10, \$3.00; Per 100, \$25.00

TENSLEEP. This frost resistant beauty, in the lower growing category, boasts lots of buds and bloom, which indicates good recovery from early frosts. Midseason flowers of a delightful cerise, full double, completely smother the moundlike plant.

Per 10, \$3.00; Per 100, \$25.00

VIV CUSHION. Vivid brick red blooms that last and last and last. Full double symmetrically shaped, star like blooms completely cover a cushion 12 inches tall and 14 inches across. The glory is in the ability to hold red without turning.

Per 10, \$3.50; Per 100, \$30.00

VIVIENNE THOMPSON. A huge bloom at least 5 inches across that blooms a delicate pink and turns to a pure white within a few days. Robust plant that blooms at the height of the season and produces fine sprays for cutting.

Per 10, \$2.50; Per 100, \$20.00

WHITE DOVE. A huge 4 inch bloom, incurved on a medium height plant. Excellent for disbudding to produce exhibition size and quality blooms. A good heavy root system, propagates freely.

Per 10, \$3.00; Per 100, \$25.00

WHITE PRINCE. A brand new clear double white cushion type. The clear round clean white perfection of freshly popped corn, is evident in these pompons. This is a mid-September bloomer that stays fresh without discoloring.

Per 10, \$3.00; Per 100, \$25.00

WISCONSIN. A large solid very formal incurved bloom of a rich deep apricot-bronze tone. Vigorous grower and producer.

Per 10, \$2.50; Per 100, \$20.00

YELLOW FLORENCE NIGHTINGALE. A fine clear yellow sport of the popular Florence Nightingale. Large 4 inch blooms, flat, made up of row upon row of firm petals, completely cover this early blooming, medium height, specimen.

Per 10, \$3.00; Per 100, \$25.00

YELLOW BUTTERSCOTCH. Giant thick blooms of generous 4-5 inch proportions. Fully double bright yellow, Sept. 15 blooms, on a wonderfully strong plant.

Per 10, \$3.00; Per 100, \$25.00

YELLOW WINTERSET. The exact habit and growing characteristics of the favorite white, Winterset. A light lemon yellow very delicate, fully double, produced on graceful sprays.

Per 10, \$3.00; Per 100, \$25.00

General List

Standard and Decorative

All prices are for fully developed field grown stock unless otherwise designated.

ALABASTER. (English). Large pure white with slightly incurved petals. Will grow to five inches across if disbudded.

Per 10, \$2.50; Per 100, \$20.00

ALABASTER GOLD. New. A bright golden version of the long standing favorite, Alabaster. Flower and growth habits are exactly the same, hence they make an ideal pair.

Per 10, \$2.50; Per 100, \$20.00

ALGONQUIN. A very hardy variety, with healthy foliage. One of the best yellow Mums, producing pure, bright yellow flowers three inches across.

Per 10, \$2.00; Per 100, \$15.00

ALLEGRO. Double. Glowing shrimp—pink with coppery salmon sheen. Early October.

Per 10, \$2.00; Per 100, \$15.00

BEACON — One of the substantial varieties of a type that is always in demand. Very sturdy stems, excellent cut formation. Flowers are fully double 4 inch coral and apricot combination. Medium tall, among the first to bloom.

Per 10, \$3.00; Per 100, \$25.00

BETTY. Splendid upright rose-pink without a trace of magenta. One of the finest new pinks.

Per 10, \$2.25; Per 100, \$18.00

BRIGHT FORECAST — Clean bright lemon pompons appear in beautiful sprays on straight sturdy stems. Very free flowering and outstanding.

Per 10, \$3.00; Per 100, \$25.00

BRONZE GIANT — The ruggedness combined with the ability to produce a multitude of large 4" striking bronze blooms, and not its medium height, give this early flowering beauty its name.

Pots - Per 10, \$2.25; Per 100, \$18.00

BRONZE PAT — A bud sport of the very popular Patricia Lehman. The same excellent characteristics with a bright bronze bloom.

Per 10, \$4.00; Per 100, \$35.00

BUTTERSCOTCH. New 1956. If you like the large flowered types, we suggest this one. It has 5 inch true Butter-scotch blooms, topping off a perfect plant. Blooms in late Sept., and will be the focal point of your display. Double.

Per 10, \$3.00; Per 100, \$25.00

CANDLELIGHT. Very lovely and graceful, free flowering creamy white. Medium size nicely borne double blossom, 1½-2 feet. September 25th.

Per 10, \$2.00; Per 100, \$15.00

CALUMET. Brand new, it will long be a favorite of the riotous fall personality parade. Large tightly knit blooms approach 4" are on stems of sturdy good length. It is a shiny Apricot that is distinctive to the Rubellum hybrid parentage. Sprays are a bouquet in themselves. Blooms early, stands without apparent loss of color in early frost and cold.

Per 10, \$3.00; Per 100, \$25.00

CARNIVAL. A bright, brilliant mum. A play of bronze, red, and golden bronze shades. Full double, 3 inch flowers carried on slender, nicely branched sprays. Oct. 10.
Per 10, \$2.50; Per 100, \$20.00

CECIL BEED. New. Splendid early full double deep lavender pink. 24 in., freely flowered in branching sprays. Disease and frost resistant.
Per 10, \$2.25; Per 100, \$18.00

CHARLES NYE. Developed by Dr. Kraus, University of Chicago — this is by far the finest yellow Pompon to date. Very large deep yellow blooms produced freely in compact, clusters. Strong, tidy, 20 inch plant. An outstanding good Pompon.
Per 10, \$2.50; Per 100 \$20.00

CHIPPA RED. New 1955. A brilliant turkey red sport of Chippewa with much more eye-catching color. Mid-September bloom and an outstanding seller.
Per 10, \$4.00; Per 100, \$35.00

CHRIS COLUMBUS. Outstanding ivory - white. Large, double blooms from late September on; excellent for cutting.
Per 10, \$2.25; Per 100, \$18.00

CORALIE SCHMIDT. We know this sounds too good to be true, but here are the vital statistics on this extra fine mum. 5 inch flowers, full double, very light yellow, overlaid with peach. 16 inches tall and in bloom about the 15th of Sept.
Per 10, \$2.25; Per 100, \$18.00

COPPERSMITH. New 1956. Exceptionally fine 3½ inch, full double in the burnished shade so popular during the fall season. These large flowers are held firmly erect on a compact 20 inch bush. Its late Sept. bloom further enhances its commercial value.
Per 10, \$4.00; Per 100, \$35.00

CROWN JEWEL. (Kraus) New. 3-inch flat currant-red flowers with a brilliant sheen. Strong sturdy free blooming plant. September.
Per 10, \$3.00; Per 100, \$25.00

DEE DEE AHRENS. Medium, compact, full flowering shaggy white. It is among the finest for cutting or decorative planting. Sept. 1st.
Per 10, \$2.25; Per 100, \$18.00

DOREEN MONTE — Blooms of exhibition quality are abundantly produced on this fine plant. Flowers are deep rose, 4 inch, fully double incurve, with a lighter reverse. Midseason.
Per 10, \$3.00; Per 100, \$25.00

DIVINITY. Snow white three inch bloom with rolled petals, tightly knit and fully double grace this new addition. Mid-season blooms in combination with sturdy medium height plant lend flexibility and appeal to this good strong white.
Per 10, \$3.00; Per 100, \$25.00

DUNE SAND — This September blooming variety boasts considerable frost tolerance, strong upright growth, deep dark green foliage and wind stability. Color is a clear, soft fawn-yellow very pleasing in arrangements. Individual flowers are 2-2½ inches of good substance, borne in clusters at the end of graceful sprays.
Per 10, \$3.00; Per 100, \$25.00

EAMON ANDREWS — Another large flowered beauty of a rich orange-apricot shade. Flowers are fully-double 4-5 inch, closely knit and long lasting. A mid October bloomer that lends freshness to your plantings just when it is needed. Medium tall.
Per 10, \$3.50; Per 100, \$30.00

EARLY WHITE — The best very early cream-white to date. Double blooms, fine texture and coloring, appear in August. Brand new.
Per 10, \$4.00; Per 100, \$35.00

ERMINE. D. (Kraus). Fully double, wide-petaled, pure white with cream center. Tall, sturdy plants; vigorous grower. Very frost-resistant flowers. Excellent for cutting. 30 inch, Oct. 1.
Per 10, \$2.25; Per 100, \$18.00

EVELYN DEVANEY. New 1956. Undoubtedly one of the finest decorative pinks ever. Pearly shell-pink flowers on long strong stems. Ideally suited cut flower and garden plant. This delicate color is new to the trade. Late September. Double.
Per 10, \$3.00; Per 100, \$25.00

EVENGLOW. This exceptionally robust plant produces huge in-curved blossoms of a delightful orange and amber combination. A mid-season bloomer that is unsurpassed for perfection of form.
Per 10, \$3.00; Per 100, \$25.00

FASCINATION. A show stopper. Perfectly formed giant sized, very double, silvery pink flowers on a powerful, bloom laden plant is an irresistible combination. Early.
Per 10, \$2.75; Per 100, \$22.50

FINGER LAKES. This fine Chrysanthemum will be a long lasting favorite standard variety. Medium tall in the best form, the most pleasing plastic scarlet, giant formal flowers in profusion. Mid-season.
Per 10, \$2.25; Per 100, \$18.00

FRED STONE. Rich velvety blood-red duplex, with a lighter reverse. Reflexed 4 inch blooms that will withstand bad weather. Particularly desirable because of its non-fading, color-holding ability. Midseason.
POTS — Per 10, \$2.50; Per 100 \$20.00

FREYA — Very large deep golden yellow 4" blooms are produced on medium upright plants. Strong straight stems and clean foliage combined with good flower placement make this plant valuable as a cut or potted unit. Blooms October 1st.
Per 10, \$3.50; Per 100, \$30.00

GAMMY. New, an extremely prolific, deep rosy-lavender pompon. Flowers completely double with a very fine substance and deep lasting color on medium height early blooming plants.
Per 10, \$4.00; Per 100, \$35.00

GARLAND POWELL — In our opinion the best yellow general purpose Chrysanthemum introduced in recent years. The plant is medium tall, plump and full. Flowers are uniformly distributed and are a true bright yellow full double pompon. Try this one.
Per 10, \$3.50; Per 100, \$30.00

GENERAL MARSHALL. The ray florets are a rich harmony of deep old rose, purple and gold with light buff reverse, slightly incurved, making the petals appear edged with gold. The beautiful rich green foliage is clean and healthy from the base throughout the plant. Full double, extremely hardy, compact 2 ft.
Per 10, \$2.50; Per 100 \$20.00

GENERAL MacARTHUR. A deluge of glowing coppery-red. The 2½-3 inch blooms seem to glow in the sunlight and even on dull days like new shiny copper pennies. The stems are upright, rigid and graceful, not easily broken down by violent storms. The beautiful dark leaves are very resistant to disease. General MacArthur mum is a lavish producer from August through to heavy frosts.
Per 10, \$2.50; Per 100, \$20.00

GLORIA — A very free flowering medium size decorative white pompon. The crisp clean flowers are larger and more double than Chris Columbus. Medium height with good growth characteristics and mid September bloom are sure to make this an extremely popular item.
Pots - Per 10, \$2.25; Per 100, \$18.00

GRACE BRADSHAW — Clean, deep green foliage set off by 4" crisp hard blooms, top this exceptional item. Flowers are, incurve, fully double, midseason, and best of all a good pure white. Extra nice as a cut flower.
Per 10, \$3.50; Per 100, \$30.00

GOLDEN WEDDING. Large blooms, three to four inches of pure golden yellow appear atop stately plants. Although it is a late blooming variety flower buds will withstand light frost and end the Mum season in a blaze of color.
Per 10, \$2.25; Per 100, \$18.00

HELEN BOGUE — Large 4-6" blooms top this plant that produces sturdy stems for cutting, right at the height of the season. These perfectly formed flowers with their swirled center appear as a fluffy mass of the highly popular rose lavender shade.
Per 10, \$3.50; Per 100, \$30.00

HONEYSWEET. New 1955. Early large golden yellow incurved. A robust grower destined to take its place with Mrs. Kidder and Major Bowes.
Per 10, \$2.75; Per 100, \$22.50

HORIZON — Medium decorative white pompons produced on good sprays with excellent stems and foliage. Exceptionally good as early cut flower under glass or in the garden. Responds well for off-season flowering in the spring, either as cut or pot plant.
Per 10, \$3.50; Per 100, \$30.00

IRON MOUNTAIN. New 1955. An intriguing deep red pompon changing to a reddish orange as the flower matures. A plant that is used well in the border or for cut. Blooms Oct. 1.

Per 10, \$3.00; Per 100, \$25.00

JEWELRY. Rosy orchid Button. Makes perfect little flowers with an irresistible iridescent sheen. Hardy plant. Late September.

Per 10, \$2.25; Per 100, \$18.00

JEWELTONE. New 1955 Sparkling bright rose-pink pompon. Excellent for pot plants or short stem cut flowers.

Per 10, \$3.50; Per 100, \$30.00

KING'S RANSOM — Massive heads of 3 inch bloom are closely grouped to give the impression of one immense yellow head. Robust and sturdy columns of medium height. Blooms October 1st.

Per 10, \$4.50; Per 100, \$40.00

LAVENDER BUTTON — A mid-September bloomer that produces freely. Lavender blue button pompons on a medium tall plant good for cut and border.

Per 10, \$4.00; Per 100, \$35.00

LAVENDER PRINCESS. Brand new. The finest cutting variety in the color classification. A pastel shade, thoroughly pleasing.

Per 10, \$2.25; Per 100, \$18.00

LESHARA. Each branch terminates with a cluster of five to twenty-five blooms, 3 in., fully double, clear, non-fading mulberry red. It has no comparative anywhere that we know of. Will stand repeated freezes of 22 degrees without becoming unsightly. Blooms for 6-8 weeks from late September.

Per 10, \$2.75; Per 100, \$22.50

MADAME CADILLAC. Mulberry wine red solid large pompon type of great substance. Strong bushy and compact habit. Blooms by September 20th and lasts well into late October.

Per 10, \$2.25; Per 100, \$18.00

MARGARET KELLER — A distinctly different type that adds selling power to your field. Quilled petals are rather tightly arranged into a nice sized flower, of a deep rose blended with pink and cream. Very floriferous—medium height—midseason.

Per 10, \$4.50; Per 100, \$40.00

MAGNIFICENT. D. (Kraus). Glorious 4-inch flowers of plum-red or rosy cardinal with coppery cast. Strong branches, excellent for cutting. 26 inch, Oct. 1.

Per 10, \$2.50; Per 100, \$20.00

MALINDA BROWN. A magnificent rose pink with strong lavender undertone. Flowers globular, mounded at center, petals strongly incurved and twisted. 2 feet, September 27.

Per 10, \$2.25; Per 100, \$18.00

MOJAVE GOLD — Superb large disc-like blooms of a glowing golden bronze. A blaze of glory in late September to give your planting early selling impetus. Plant is nicely shaped medium height and packed with immense flowers.

Per 10, \$3.50; Per 100, \$30.00
Pots - Per 10, \$2.25; Per 100, \$18.00

MONITOR — An exceptionally vigorous, large, solid, golden yellow mum, full form and good substance. This free flowering unit will produce a perfect crop of cut flowers with 4" blooms if disbudded.

Per 10, \$3.50; Per 100, \$30.00

MOONBRIGHT — Large perfectly incurved blooms of a soft moonlight yellow enhance perfectly formed foliage and plant form. This mid season bloomer produces perfect 4" flowers. A must for your list.

Per 10, \$3.50; Per 100, \$30.00

MISTY MAID. Delicate informal and very much a ladies' favorite. Airy 2 foot plant loaded with graceful 3 inch blooms of delightfully soothing shell pink. Quietly assumes gentle hues of misty, dreamy white. Lovely contrast of tender pink buds and open flowers. Wonderful to cut—one stem is almost a bouquet itself. September 20.

Per 10, \$2.25; Per 100, \$18.00

MURIEL RICE. New 1955. Truly the mum of the year for 1955. Full double flowers of light buttercup yellow aging to deep cream. Large flower showing English blood.

Per 10, \$3.50; Per 100, \$30.00

NEWTON — A rugged plant with sturdy stems and clean foliage. Large 4" golden yellow cactus flowered blooms appear by late September. Wonderfully showy.

Per 10, \$3.50; Per 100, \$30.00

PATHFINDER. University of Nebraska. Carnation Flowered! 2 ft. tall and 2 ft. across. Very upright. A row is so neat it looks like a formal hedge. 5-10 blooms in clusters, bright, non-fading yellow. 3" flowers are very double, high centered, and have a pronounced resemblance to the florist's carnation. This departure is one of the most exciting that has ever happened in Chrysanthemums! Very early.

Per 10, \$2.75; Per 100, \$22.50

PINK QUILL — This intriguing introduction is a particular favorite of the ladies. A soft blush pink blended uniformly throughout delicately formed quilled petals. This delicacy is able to withstand heavy weather to give maximum effect for a long period. Early.

Per 10, \$3.50; Per 100, \$30.00

PILGRIM — This mid season bloomer produces wonderfully firm, clear white blooms of good substance. Clean foliage and a good robust semi-dwarf growth are embodied in a plant that responds particularly well to spring potting as well as sight sales in your fall garden.

Per 10, \$3.50; Per 100, \$30.00

PRAIRIE SUNSHINE — A dazzling new one from the University of Nebraska that promises to be one of the best. Flowers are fully double, up to 4 inches with good depth and substance. A continuous procession of big golden yellow flowers are borne singly on 9-14 inch stems, starting in early August and terminated only by hard freezing. Older flower heads are tan and inconspicuous; even when thoroughly dry they do not detract. Long lasting as a cut flower and unsurpassed in the garden.

Per 10, \$3.00; Per 100, \$25.00

REDCOAT. As hardy as the men it pays tribute and as brilliant as the uniforms they wear. A strong grower resisting with casual abandon the culprits that take their toll from others less sturdy. Flowers are a really new red in Chrysanthemums. Vermilion is the closest comparison. Fully double, they appear on strong yet succulent stems growing medium high.

Per 10, \$2.50; Per 100, \$20.00

RED DOTY. This is the companionate red of the well known White Doty. Fully double, blooms at the same time as White Doty.

Per 10, \$2.00; Per 100, \$15.00

RED FEATHER. An able successor to Red Velvet. Flowers are a more livid red — fully double on a low plant. The graceful airiness of the petals inspires the name.

Per 10, \$2.25; Per 100, \$18.00

RESOLUTE — A bright red beauty. Large compactly incurved blooms, good firm stems, respond excellently to disbudding. Growth habit makes this item an ideal sales unit as a potted plant when pinched.

Per 10, \$3.50; Per 100, \$30.00

ROMANCE — Reflected petals of warmest rose pink, with salmon and cream shadings, are tightly knit into a 5-6 inch sphere to give some of the most terrific blooms available. A midseason beauty that sells on sight.

Per 10, \$3.00; Per 100, \$25.00

RONALD — A velvety sheen is cast from this plum red bloom, sure to catch the eye of the customer, who is searching for something different. Flowers are as large as 6 inches when disbudded and appear mid-season.

Per 10, \$3.50; Per 100, \$30.00

ROSETONE. New 1956. Another new one that is destined to stay for a long time. Full solidly packed blooms, incurving to reflex, of bright lavender-rose tones, top this exhibition quality item.

Per 10, \$3.00; Per 100, \$25.00

ROULETTE — A beautiful large decorative. Bright lemon in color and fully 4" across when disbudded. Makes a spectacular show in the garden. Has excellent response as a spring pot plant. Normal blooming date, October 5.

Per 10, \$3.00; Per 100, \$25.00

ROYAL VELVET — This variety again reflects the large flowered trend in hardy Chrysanthemums. A 4 inch incurved of bright velvety purple accented by a silvery reverse. Robust medium tall, midseason.

Per 10, \$3.50; Per 100, \$30.00

RUBY BREITHHAUPT — Immense 5-6 inch blooms of primrose yellow, that mellow to a cream yellow, appear early in the season on a vigorous medium height plant. Very good for pot or cut.

Per 10, \$3.50; Per 100, \$30.00

RUBY POMPON. The 2½ foot plant carries its ruby crimson flowers in remarkable profusion. In full flower early October.

Per 10, \$2.25; Per 100, \$18.00

RUTH SCOTT — This large flowered deep bronze is a rugged 4 inch beauty of good color and substance. An ideal autumn shade, unusually floriferous and productive.

Per 10, \$3.50; Per 100, \$30.00

SONNY. New 1955. A fine addition to the garden cut flower class. A true pink, clean growing pompon that holds its color well. Oct. 1.

Per 10, \$3.00; Per 100, \$25.00

SUNAPE. From the University of New Hampshire and a tribute to their work. Professor Holley's select golden yellow grows 24 inches high, blooms full double, stays bright without fading from September 1st to frost.

Per 10, \$2.00; Per 100, \$15.00

STUART OGG — Outstanding. A very tightly knit bloom 4-5 inches across of a deep salmon with central shades of rose and cream. Produced in profusion on a medium tall vigorous plant during the first part of October.

Per 10, \$4.00; Per 100, \$35.00

STYLISH — This intriguing variety carries lovely, well formed, 3 inch cactus blooms in prolific abundance. Opens bright silvery vermillion, slowly becoming deep rose, flushed raspberry. A medium grower that blooms about September 28.

Per 10, \$4.50; Per 100, \$40.00

TANGERINE — This robust clean plant produces exceptionally large decorative blooms of good firm substance. Flowers are best described by the name, being as large as a tangerine and as colorful. Blooms September 25th.

Per 10, \$3.00; Per 100, \$25.00

TUNEFUL. New 1956. This outstanding addition to the cut flower family produces large 3 inch bright rose-pink prime flowers. As bloom progresses, an attractive reddish flush brightens the lavender shading making the older blooms as desirable as the first. Double.

Per 10, \$4.00; Per 100, \$35.00

VALCOMA — Vivid bronze incurved blooms of good size and substance. This mid season plant is excellent for pot culture having good foliage as well as colorful large bronze flowers.

Per 10, \$3.50; Per 100, \$30.00

WHITE CLOUD. It is early, topped with magnificent, fully double, four and five inch pure white blooms. It will sell with the best of the whites and before most of them. You will like the array atop the good stems, and your garden customers will like its 18" tall and strong 24" spread. This is destined to lead the parade for a long time!

Per 10, \$2.50; Per 100, \$20.00

WHITE SAIL — A beautiful new cool white with a full double, 3 inch bloom of excellent substance. This item is outstanding at the height of the chrysanthemum season. Good strong branching growth.

Per 10, \$4.00; Per 100, \$35.00

YELLOW CHRIS COLUMBUS — This bright golden yellow beauty is a full brother to Chris Columbus, embodying all the good characteristics of white Chris Columbus.

Per 10, \$2.25; Per 100, \$18.00

Cushion or Low Growing Type

ADORABLE. New 1956. Extremely early, beautiful, clear pink that is considered to be the truest yet known to the trade. This is one plant that you can be sure that you will not have enough to supply the demand. Double.

Per 10, \$2.25; Per 100, \$18.00

ARISTOCRAT. (Bristol) A rich colorful display of silken shine. On a stately, thickly foliated deep green plant, it produces a solid mass of perfectly double 3½ inch blooms of deep cerise overcast claret. Early.

Per 10, \$3.00; Per 100, \$25.00

BOWL O' GOLD. A brilliant early cushion with more shapely flowers than generally expected in the family. It is one of the finest yellow cushions. Only one foot tall, spreads more than two feet in its first season. It looks like the sun on an overcast fall day. Early.

Pots - Per 10, \$2.00; Per 100, \$15.00

BLANCHE LITWILLER — As with any of Dr. Kraus' achievements, we have a good firm flower, weatherproof, growing on robust stock. A large lavender pink pompon, excellent cut and border.

Per 10, \$4.00; Per 100, \$35.00

BRIGHT EYES — A delightful bright yellow pompon that exhibits a bright little red eye in the form of central petals. This medium tall plant is covered with blooms early in the season. This medium tall plant is covered with blooms early in the season. A refreshing novelty.

Per 10, \$3.50; Per 100, \$30.00

BRONZE POMPONETTE. This low growing beauty is a sport of the tremendously popular Pomponette. Flowers are a vivid golden bronze produced on a sturdy plant by mid September. Very attractive.

POTS — Per 10, \$2.50; Per 100, \$20.00

CODY. Early. 15". Grows up to 42 inches wide without a straggling branch. Color orchid and white—and the orchid actually intensifies as the flower ages. Each bloom is 3" across and they are on the plant by the hundreds. It has the longest season of any cushion variety.

Per 10, \$2.75; Per 100, \$22.50

COQUETTE. New 1956. The name best describes the saucy pink color of this variety. We think that it will be the best of the pink cushion types out. Will sell on sight. Double.

Pots - Per 10, \$2.00; Per 100, \$15.00

CUTIE. A profusion of tiny cherry-red button type flowers covering a sturdy compact 15 inch plant. Durable flowers and foliage lasting long after frost and freezing. Extremely prolific, unrivaled for potting both inside and out because of an unusual blend of flowers with foliage.

Per 10, \$2.00; Per 100, \$15.00

EDNA ROWLEY — Visualize a multitude of ruby eyed, tightly knit lavender pink buttons, growing on graceful sprays. The button type is always popular and this one will justifiably increase it. Very prolific.

Per 10, \$4.50; Per 100, \$40.00

FUCHSIA FAIRY — An unusual early blooming cushion-type plant that is covered with star like miniature blooms of a delightful lavender rose shade. We add this one to our list because it is the most floriferous hardy mum we've ever seen.

Per 10, \$2.75; Per 100, \$22.50

GOLDEN CARPET. Utterly distinct, a rounded 1 foot rug of glowing golden yellow 1 inch pompons. Often over 2 foot spread. Flowers all along stem from September 15th on. Fine for border, edging, rock garden or pot sales. Very choice.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100 \$25.00

GOLD RIBBON — Improved cushion varieties, such as this one are always much in demand. Deep golden yellow blooms, very double with excellent substance, appear in August and hold their brilliance until November. A low growing, long blooming border plant that can't miss.

Per 10, \$4.00; Per 100, \$35.00

THE JOSEPH F. MARTIN CO., INC., PAINESVILLE, OHIO

INDIAN RED. New 1956. A charming, vivid burnished red, double flower with a unique swirl center, giving perfect confirmation of flower form. Mid-season with a color that has been lacking during this period of bloom.

Per 10, \$3.00; Per 100, \$25.00

JESSAMINE WILLIAMS — A semi-dwarf unit almost completely covered with attractive 2-4" white flowers. The blooms are unique double Rayonnante type, with petals quilled and spoon tipped. Prolific sprays good for cut and pots.

Per 10, \$3.50; Per 100, \$30.00

JOYOUS. New 1955. A semi-cushion loaded with droves of cherry pink double flowers. An early bloomer with 2½" well formed flowers with golden flushes at the center.

Pots - Per 10, \$2.25; Per 100, \$18.00

KIOWA. New 1955. Another frost resistant beauty from the University of Nebraska. Brilliant orange red, fully double flowers are borne on a perfectly formed medium plant. A late September variety that shows great promise.

Per 10, \$2.50; Per 100, \$20.00

LIPSTICK. New 1955. We think that this will be the leading red of the future. As its name implies, the brilliant red colors are real eye-catchers. Mid-season cushion.

Pots - Per 10, \$2.25; Per 100, \$18.00

MAJOR CUSHION. After a long absence from our list, we have decided to answer the many requests for this plant and again offer it for sale. Habit and character are superb, coupled with bright salmon-pink flowers. Color does not fade.

POTS — Per 10, \$2.00; Per 100, \$15.00

MARTIN'S WHITE. This is the first introduction in the proud series that bears our name. Whenever it has been seen, it is approved and re-approved in volume. It is the purest, cleanest white known. Flowers are huge, fully double, measuring five inches, and are perfectly formed from the inner swirl to the outer petals. Grows to 18", blooms shortly after the 1st of September.

Pots - Per 10, \$2.25; Per 100, \$18.00

MARTIN'S YELLOW. A full brother, large light yellow sport of Martin's White is sufficient to establish it as one of the best that you can possibly grow. Flowers in a perfect mound for full utility in the garden, in the border, in the pot, in the specimen field display. It has all the clean, neat, shiny habits of Martin's White.

POTS — Per 10, \$2.25; Per 100, \$18.00

MOUNT HOOD — A really good, early, double white in-curve. Blooms are firm, full showing some primrose-cream on the inner formation. Plants are a tight growing unit with crisp foliage. Medium growth ideal for pots and border.

Per 10, \$4.00; Per 100, \$35.00

MY LADY. Very unusual and novel, flowers are large, double, orange-yellow.

Per 10, \$2.50; Per 100, \$20.00

NANCY SCOTT. A very dwarf novelty, that produces perfectly formed golden 1½" pompons with a red glow to the inner petal. This is the answer for people's constant search for a real low grower.

Per 10, \$3.00; Per 100, \$25.00

NEW DRIFTED SNOW — Heavy textured, fluffy, full double, 3 inch white flowers on a very clean plant. Among the earliest to flower, September 10th, almost two full months can be expected.

Per 10, \$4.00; Per 100, \$35.00

NEW MARJORIE MILLS. New 1955. Earliest of the double reds. Well rounded 2½" blooms of rich ruby red, on restrained 18-24" bush. Probably well suited for areas with a short mum season.

Per 10, \$3.00; Per 100, \$25.00

OSCEOLA. A beautiful, large, fully double, early flowering bronze. It is a very hardy, very clean type, fine for cutting, high among the leaders for sight sales.

Per 10, \$2.25; Per 100, \$18.00

OSTOSA. New 1954. A solid pure white pompon type. Vigorous, very free flowering, and semi-dwarf in growth habit.

Per 10, \$2.50; Per 100, \$20.00

PONCA. Early 14". A striking fuchsia purple, the only variety in its color. It is upright to its low height, and flowers fully double. A dignified formal border.

Per 10, \$2.50; Per 100, \$20.00

MISCHIEF. Hundreds of tiny, sparkling ruby single stars showered completely over a stocky, 18", clean, healthy plant. Bright beet-root purple shades to rose-red. Mid-sea-

Per 10, \$2.25; Per 100, \$18.00

RED CUSHION. This is a selected flowering type.

Per 10, \$2.00; Per 100, \$15.00

RED ELF. New to our listings. This unusual 12 inch plant produces clean, bright red, double pompons. Its ability to stay dwarf and bloom exceptionally early make it an extremely valuable addition.

Per 10, \$3.00; Per 100, \$25.00

REFLECTION. New 1955. Extremely free flowering deep rosy lavender. Covered with blooms.

Per 10, \$2.75; Per 100, \$22.50

REVERENCE. New 1955. Extremely large light chamois yellow. Gives very early individual flowers on 6 to 8 inch stems.

Per 10, \$2.50; Per 100, \$20.00

RHYTHM. New 1956. A new lavender purple decorative. For those who plan on early blooms, this one is an essential. Generally full of bloom by Sept. 22. Double.

Per 10, \$2.75; Per 100, \$22.50

ROUGE CUSHION. Good all-round cushion of brilliant bright red. Early blooming beauty. A fine addition to any list.

Per 10, \$2.50; Per 100, \$20.00

SILETZ. New. This is a beauty, and one that gives you a double opportunity for sales. The customer is not only attracted by the fully double bright yellow blooms, produced at the height of the season, but he is also pleased by the pretty amber buds developed by this husky item.

Per 10, \$2.50; Per 100, \$20.00

SPARKLE. Early, bright, beautiful, long lasting. It is a low, perfect cushion form without any tendency to sprawl. Flowers golden yellow speckled bronze and bright red, each petal tipped silver. Fully double, pompon in form, it is so loaded with bloom from the first of September on that the foliage is not visible. Brand new, rarely did one of the hundreds of nurserymen who visited our display block leave without placing an order for Sparkle!

Pots - Per 10, \$2.25; Per 100, \$18.00

SUNBEAM. A cushion type Pompon, a mound of buttercup yellow flowers practically cover the foliage. 12 inches, mid-September.

Per 10, \$2.25; Per 100, \$18.00

THERESA STONE — This creamy white pompon of good firm substance gives many weeks of good clean bloom. Valuable because it is early, mid to late September, and showy both as a cut flower and as a decorative addition to your border.

Per 10, \$3.50; Per 100, \$30.00

THURZA RUSSELL — Continuing the trend toward early blooming, this pert cream button pompon is in bloom by September 10th. A very strong grower and good producer.

Per 10, \$4.00; Per 100, \$35.00

TWINKLE. New. Very attractive shades of cyclamen purple. The best selling color in the family at present. This low growing beauty should enhance any list of garden mums.

Per 10, \$2.25; Per 100, \$18.00

WHITE MASQUERADE — A sport of the very popular Masquerade. Perfect one inch spheres of glistening white. A perfect mound about 20 inches tall and 24 inches wide, completely covered with tightly knit firm petaled button blooms. Outstanding — The best white button we have ever grown, for border or pots. Blooms Oct. 5.

Per 10, \$3.00; Per 100, \$25.00

YELLOW AVALANCHE. A clear soft yellow bud sport of the white variety. 24 inch, Sept. 4.

Per 10, \$2.50; Per 100, \$20.00



*"Delicacy with
Ruggedness"*

*"Novelty
Distinctive"*

THE NOVEL SPOONS

BLUSH WHITE. (Lehman) Large, pert and crisp, chalk white flowers underlaid with soft lavender. Never a mis-formed flower—all are densely quilled and perfectly nested.

Per 10, \$2.50; Per 100 \$20.00

CRIMSON MAGIC. An exceptionally large; 4 inches without disbudding; bloom of reflexed deep velvety crimson. Very highly recommended as cut sprays or individual exhibition bloom. Midseason.

POTS — Per 10, \$2.50; Per 100, \$20.00

DAVY CROCKETT — A grand new addition to the popular spoon mum. A vigorous grower developing a 30 inch spread, and loaded with 3½" blooms. Double flowers are a bright marigold yellow with a lemon yellow reverse. Exhibition size and quality can be obtained by disbudding.

Per 10, \$3.50; Per 100, \$30.00

FUCHSIA SPOON. Early, 24". The boldest flower in the family. Large, flat heads are in profusion, turned in every direction, for a shimmering effect.

Per 10, \$2.50; Per 100 \$20.00

IVORY SPOON. Rich silver glossed ivory pastel. A beauty. Per 10, \$2.00; Per 100, \$15.00

LOVELINESS SPOON. Tends to full double, one of the nicest spoons. Low growing, compact, healthily bushy, flowers soft carmine rose.

Per 10, \$3.00; Per 100, \$25.00

ORCHID SPOON. The flowers, of the popular Spoon form, are of a clear orchid color and of generous size. One of the most interesting of this group.

Per 10, \$2.50; Per 100 \$20.00

REMEMBER ME. In all the spoons, this one must be acknowledged the best of them all. The discs are perfectly formed, tremendous six inch spinning pinwheels of bright turkey red. The quills are so profuse that they crowd to a crest. The nest is so perfect that there is never a bad flower.

Per 10, \$2.50; Per 100 \$20.00

SUNSTONE. Another new, thoroughly tested introduction. On a dignified, 30" firmly formed plant, it produces a soft yellow spoon or spiderlike flower. Whether your customers interest is in a garden decorative or in a cut flower, you will see him peering close to appreciate the fine, symmetrical petal formation. Early October.

Per 10, \$2.50; Per 100 \$20.00

SNOWSPOON. New. Large shasta daisy like duplex, pure white with golden center. The bowls of the spoon are long, strap shaped, pure white; handles are pure white. This is one of the finest spoons ever developed, and a variety that no one should be without . . . Extremely free flowering. Base branching. Excellent for cutting and arrangement.

Per 10, \$2.50; Per 100 \$20.00

NOTICE: The right materials and conscientious packers are doing a superlative job in the transfer of the carefully nurtured hardy plants grown in our nurseries. In the event of any bad arrival, **CONTACT THE CARRIER AT ONCE, OBTAIN BAD ORDER REPORT AND FILE CLAIM, and notify us with the delivery dates and other pertinent data within 10 days.**

"THE JOSEPH F. MARTIN CO., INC. warrants to the extent of the purchase price that nursery stock sold is true-to-name and as described within recognized tolerances. Seller gives no other or further warranty, express or implied, and will under no circumstances be liable for more than the invoice value at the time of purchase.

When You Think of Fine Perennials — Thanks, for Thinking of . . .

The JOSEPH F. MARTIN Co., Inc.

America's Leading, Exclusively Wholesale Source For Fine Perennials
Where Good Plants and Good Friends Get Together —

Dear Friends:

We are proud and happy to take this opportunity to welcome our many new friends and customers of the past year. This spring finds the addition of 1,000 new names to our customer list, and as the season draws nearer the prospects get increasingly brighter.

Our feeling is that there is more interest today in good things horticultural, than ever before in the past. The job of selling has become increasingly more easy, until one of the biggest tasks has become keeping an adequate stock on hand.

Potting and canning nursery stock has also brought about many changes which are advantageous in merchandising perennials. Take, for instance, a hibiscus in a gallon container, growing to a height of three to four feet, and producing huge platter-like blooms; is there any reason why it can't sell for upwards of a dollar? This holds true of a great many items in this book, so we ask that you seriously consider the big profit margins available by adding that "extra touch".

The weather this year has been ideal for the production of plant material. The Boxwood is extra green, the Forsythia extra yellow, the Daphne extra pink, and the future extra rosy.

Thanks, once again, to friends old and new. We welcome the opportunity of serving you and we look forward to hearing from you often.

Sincerely,

THE JOSEPH F. MARTIN CO., INC.

PERENNIAL PLANTS

FOR

SPRING, 1958

OUR 38th YEAR

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